Online ISSN : 2249-460X
Print ISSN : 0975-587X
DOI : 10.17406/GJHSS

GLOBAL JOURNAL

OF HUMAN SOCIAL SCIENCES: H

Interdisciplinary



Highlights

- Formation of Effective Model
- Post-Secondary Students' Cultural
- Businesses and Entrepreneurship
- Esilient Tourism Industry Survival

Discovering Thoughts, Inventing Future

VOLUME 18 ISSUE 3 VERSION 1.0

© 2001-2018 by Global Journal of Human Social Sciences, USA

Volume 18 Issue 16 was originally issued as H3

Global Journal of Human-Social Science: H
Interdisciplinary

Volume 18 Issue 16
Originally issued as H3

Global Journal of Human-Social Science: H

Interdisciplinary

Volume 18 Issue 3 (Ver. 1.0)

Open Association of Research Society

© Global Journal of Human Social Sciences. 2018.

All rights reserved.

This is a special issue published in version 1.0 of "Global Journal of Human Social Sciences." By Global Journals Inc.

All articles are open access articles distributed under "Global Journal of Human Social Sciences"

Reading License, which permits restricted use. Entire contents are copyright by of "Global Journal of Human Social Sciences" unless otherwise noted on specific articles.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without written permission.

The opinions and statements made in this book are those of the authors concerned. Ultraculture has not verified and neither confirms nor denies any of the foregoing and no warranty or fitness is implied.

Engage with the contents herein at your own risk.

The use of this journal, and the terms and conditions for our providing information, is governed by our Disclaimer, Terms and Conditions and Privacy Policy given on our website http://globaljournals.us/terms-and-condition/menu-id-1463/

By referring / using / reading / any type of association / referencing this journal, this signifies and you acknowledge that you have read them and that you accept and will be bound by the terms thereof.

All information, journals, this journal, activities undertaken, materials, services and our website, terms and conditions, privacy policy, and this journal is subject to change anytime without any prior notice.

Incorporation No.: 0423089
License No.: 42125/022010/1186
Registration No.: 430374
Import-Export Code: 1109007027
Employer Identification Number (EIN):
USA Tax ID: 98-0673427

Global Journals Inc.

*(A Delaware USA Incorporation with "Good Standing"; **Reg. Number: 0423089**)*
Sponsors: Open Association of Research Society
Open Scientific Standards

Publisher's Headquarters office

Global Journals® Headquarters
945th Concord Streets,
Framingham Massachusetts Pin: 01701,
United States of America
USA Toll Free: +001-888-839-7392
USA Toll Free Fax: +001-888-839-7392

Offset Typesetting

Global Journals Incorporated
2nd, Lansdowne, Lansdowne Rd., Croydon-Surrey,
Pin: CR9 2ER, United Kingdom

Packaging & Continental Dispatching

Global Journals Pvt Ltd
E-3130 Sudama Nagar, Near Gopur Square,
Indore, M.P., Pin:452009, India

Find a correspondence nodal officer near you

To find nodal officer of your country, please email us at *local@globaljournals.org*

eContacts

Press Inquiries: *press@globaljournals.org*
Investor Inquiries: *investors@globaljournals.org*
Technical Support: *technology@globaljournals.org*
Media & Releases: *media@globaljournals.org*

Pricing (Excluding Air Parcel Charges):

Yearly Subscription (Personal & Institutional)
250 USD (B/W) & 350 USD (Color)

Editorial Board

Global Journal of Human Social-Science

Dr. Prasad V Bidarkota

Ph.D.,
Department of Economics
Florida International University
USA

Dr. Giaime Berti

Ph.D.
School of Economics and Management
University of Florence, Italy

Dr. Gisela Steins

Ph.D. Psychology, University of Bielefeld, Germany
Professor, General and Social Psychology, University of Duisburg-Essen, Germany

Dr. Rita Mano

Ph.D. Rand Corporation and University of California, Los Angeles, USA
Dep. of Human Services,
University of Haifa

Dr. Heying Jenny Zhan

B.A., M.A., Ph.D. Sociology, University of Kansas, USA
Department of Sociology
Georgia State University, US

Dr. Adrian Armstrong

BSc Geography, LSE, 1970
Ph.D. Geography (Geomorphology)
Kings College London 1980
Ordained Priest, Church of England 1988
Taunton, Somerset,
United Kingdom

Dr. Periklis Gogas

Associate Professor
Department of Economics,
Democritus University of Thrace
Ph.D., Department of Economics,
University of Calgary, Canada

Dr. Stephen E. Haggerty

Ph.D. Geology & Geophysics,
University of London
Associate Professor
University of Massachusetts, USA

Dr. Edward C. Hoang,

Ph.D.,
Department of Economics,
University of Colorado USA

Dr. Valerie Zawilski

Associate Professor,
Ph.D. - University of Toronto
MA - Ontario Institute for Studies in Education

Dr. Bruce Cronin

B.A., M.A., Ph.D. in Political Science, Columbia University
Professor, City College of New York, US

Dr. Danielle Riverin-Simard

B.A., M.A., Ph.D., Cognitive training, University Laval, Canada
Professor Emeritus of Education and Educational Psychology,
Laval University, Canada

Dr. Arturo Diaz Suarez

Ed.D., Ph.D. in Physical Education
Professor at University of Murcia, Spain

Dr. Raymond K. H. Chan

Ph.D., Sociology, University of Essex, UK
Associate Professor City University of Hong Kong, China

Dr. Kaneko Mamoru

Ph.D., Tokyo Institute of Technology
Structural Engineering
Faculty of Political Science and Economics, Waseda University, Tokyo, Japan

Dr. Luisa dall'Acqua

Ph.D. in Sociology (Decisional Risk sector),
Master MU2, College Teacher in Philosophy (Italy),
Edu-Research Group, Zürich/Lugano

Dr. Hugo Nami

Ph.D.in Anthropological Sciences,
Universidad of Buenos Aires, Argentina,
University of Buenos Aires, Argentina

Dr. Helmut Digel

Ph.D. University of Tübingen, Germany
Honorary President of German Athletic Federation (DLV), Germany

Dr. Vesna Stanković Pejnović

Ph. D. Philospohy
Zagreb, Croatia
Rusveltova, Skopje Macedonia

Dr. Tao Yang

Ohio State University
M.S. Kansas State University
B.E. Zhejiang University

Dr. Alis Puteh

Ph.D. (Edu.Policy) UUM
Sintok, Kedah, Malaysia
M.Ed (Curr. & Inst.)
University of Houston, US

Dr. Asunción López-Varela

BA, MA (Hons), Ph.D. (Hons)
Facultad de Filología.
Universidad Complutense Madrid
29040 Madrid Spain

Dr. Thierry Feuillet

Géolittomer – LETG UMR 6554 CNRS
(Université de Nantes)
Institut de Géographie et d'Aménagement
Régional de l'Université de Nantes.
Chemin de la Censive du Tertre – BP
Rodez

Dr. Mohd Hairy

Mohd Hairy, PhD (Urban Climate), Masters
(Environmental Management)
(National University of Malaysia)
& Degree In Geography (Hons),
University Malaya, Malaysia.

Contents of the Issue

i. Copyright Notice
ii. Editorial Board Members
iii. Chief Author and Dean
iv. Contents of the Issue

1. Formation of Effective Model of small Businesses and Entrepreneurship' Regulatory Environment in the Russian Federation under the Wec and the usa Sanctions. *1-14*
2. Terrorism and Tourism: Kenya's Resilient Tourism Industry Survival Strategies. *15-26*
3. Constructing a Reliable and Valid Instrument to Measure Post-Secondary Students' Cultural Competence. *27-38*
4. Using the Nine-Consciousness Concept of Vijñānavāda in Moral Judgment. *39-50*
5. Renewable Energy Production from *Lantana Camara* Biomass. *51-54*

v. Fellows
vi. Auxiliary Memberships
vii. Preferred Author Guidelines
viii. Index

Global Journal of human-social science: H Interdisciplinary
Volume 18 Issue 3 Version 1.0 Year 2018
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-460x & Print ISSN: 0975-587X

Formation of Effective Model of small Businesses and Entrepreneurship' Regulatory Environment in the Russian Federation under the Wec and the usa Sanctions

By Albov Aleksey & Inna Zaikina
Institute of World Civilizations

Abstract- *Thematic justification:* Issue of entrepreneurship development is stated under the sanctions, aimed at interstate socio-politic processes, transformation of participants' interest in the framework of domestic policies, balances of loss and strategic- manufacturing, law regulatory methods in business, could be considered as one of the methods of business entities' recourse and interest defense, which exist in entrepreneurship legal regime.

Thus the article validates implementation of effective model of small businesses and entrepreneurship' regulatory environment and minimization of section politics' negative results.

The research method is methods of comparative legal analysis of regulatory system, based on business investigation mathematic models in Russia, scientifically proving results on positive and negative points of business regulations, revealing degenerative processes in the prospects of business and government interaction.

Keywords: *sanctions, legal policy, business and government, business under the sanctions, legal regulation of small businesses in russia.*

GJHSS-H Classification: *FOR Code: 150314*



Strictly as per the compliance and regulations of:



© 2018. Albov Aleksey & Inna Zaikina. This is a research/review paper, distributed under the terms of the Creative Commons Attribution-Noncommercial 3.0 Unported License http://creativecom-mons.org/licenses/by-nc/3.0/), permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

Formation of Effective Model of small Businesses and Entrepreneurship' Regulatory Environment in the Russian Federation under the Wec and the usa Sanctions

Albov Aleksey [α] & Inna Zaikina [σ]

Abstract- Thematic justification: Issue of entrepreneurship development is stated under the sanctions, aimed at interstate socio-politic processes, transformation of participants' interest in the framework of domestic policies, balances of loss and strategic- manufacturing, law regulatory methods in business, could be considered as one of the methods of business entities' recourse and interest defense, which exist in entrepreneurship legal regime.

Thus the article validates implementation of effective model of small businesses and entrepreneurship' regulatory environment and minimization of section politics' negative results.

The research method is methods of comparative legal analysis of regulatory system, based on business investigation mathematic models in Russia, scientifically proving results on positive and negative points of business regulations, revealing degenerative processes in the prospects of business and government interaction.

Key results are determined by the scientific model of sanctions' impact estimation, indicating the absence of in-place legal mechanisms of effective business insurance; hyper-management, corruption, regional inadequacies of regulatory policies - all these is a real obstacle for business sphere development and negative economic consequences alleviation under sanctions.

Materials dissemination: In legal policy - making as well as prospective international cooperation within the potential project creation, also for the analysis of future international investment strategy towards Russian economy, and under-the-sanctions analysis of crucial socio - political tendencies.

Keywords: sanctions, legal policy, business and government, business under the sanctions, legal regulation of small businesses in russia.

I. Introduction

Recently business development tendencies in Russia are determined not only by external factors, but also by continued impact of interstate negative tendencies. Their specific feature is dependence on external environment, including proper limited financial background and demand for additional high-priced borrowed financial resources.

As a result, geopolitical processes, as territorial integrity of states with inevitably high risks, should be taken into consideration. In these circumstances government support for maintaining business development should be put forward as a priority.

Entrepreneurship provides constant economic growth, improvement of the quality of life. However today, entrepreneurship is dependent on political decisions and sanctional policy of the WEC and the USA, RF product embargo in return. (November, 2017). On the one hand, it makes Russian economic growth difficult, on the other hand, opens the door to strengthening the business area. Western countries have stronger small businesses as opposed to Russia, thus the necessity of increase of small business entity number is growing wider within the RF business sector.

In that context it is necessary to analyze existing mechanisms and find adequate ways of improving of legal regime of business governmental support in the Russian Federation.

It is also necessary to refer to economic trends for determination of legal policy development thrust, international ground should be also scanned in this situation as well as interstate social strain. Modern researchers make some deductions, proving the leading role of national state law and legal framework in the process of state development; it is proved that the society consists of its sphere of economic relations, and its form is political system and legal framework. Economy of law should be based on solid theoretical data, accumulating different subject area, and become «law politeconomy»[1].

Therefore, legislative analysis is considered the point of crucial importance, regulating business development in Russia. Its imperfection can provoke the economic gap to developing countries.

Author α: D.J.S. Prof., Prof. dean of the Faculty of the Modern Law, head of the Department of Civil and Legal Disciplines, Institute of World Civilizations, Moscow, Federacja Rosyjska.

Author σ: PhD doc, dean of the Faculty of the Modern Law, head of the Department of Civil and Legal Disciplines, Institute of World Civilizations, Moscow, Federacja Rosyjska. e-mail: aap62@yandex.ru

[1] Альбов А.П. Нормы культуры как источник и форма права.// Современный юрист. 2013.№ 4(5). С. 54-65.

© 2018 Global Journals

II. Materials and Methods

a) Methods of Research

Comparative method of basic law institutions, hermeneutics of normative acts, analysis of empirical data, summary of crucial information within business research process are the main theoretical methods used in the study; together with law model building, graphic presentation of results.

b) Empirical Data of Research evolves

Agents and business organizations' expectations: key elements, factors and consequences. Opinion poll was held by authorial questionnaire.

Total amount of respondents – 980, male - 58%, female – 42%. Age - 18 – 55 y.o., average age – 33 y.o., respondent coverage - 26-36 y.o.. Residential status: Moscow – 45% (of respondents); Smolensk, Tver', Ryazan, Yaroslavl - (12%), Saint- Petersburg (43%). Economic sectors, which respondents are involved in – finance (25%), construction - (12,0%), food industry (13,0%), production of goods (15,0%), commerce (15%), small businesses (20%). Among the respondents 76,4% are specialists , 17,6% - headers 1-2 – executive stuff, 5,6% - heads of small groups (up to 3 people) and 0,4% -heads of Depts., etc. Average employment history - 11,5% total (in professional sphere) - 5,8%, open- term employment contract - 81,1%, 13,5% - temporary contract (from 1 to 5 years), 5,2% -employment contract for less than 1 year, 2 respondents admitted themselves working on verbal agreement.

As for education basis, 36,7% of respondents have middle-school course background, 1,7% - second middle-school course background, 98,3% - respondents with higher education, 1,4% - second higher education, 5,8% - PhD graduates and PhDs.

c) Normative Base of Research

Direct relation to market regulation has a number of articles of the Constitution that establish the legal foundations of a single Russian space: 1) Article 8 - on the unity of the economic and legal space of Russia; on the diversity of forms of ownership; 2) Article 9 - on private ownership of land; 3) Article 15 - on the compliance of national legislation with generally accepted principles and norms of international law; 4) Article 74 - on the free movement of goods, services and financial resources on the territory of the Russian Federation.

Civil legislation is represented by the Civil Code of the Russian Federation, the fundamental code of laws on forms and conditions of entrepreneurship. The Civil Code establishes the right of citizens and their associations to engage in business as their absolute private law; guarantees to each subject the rights of genuine property and personal rights that are not subject to intrusion into this sphere of the state; gives the right to own any property without restriction of its composition, quantity and value, and restrictions on certain objects can only be for reasons of public good and security; finally, provides protection among other personal benefits of business reputation and entrepreneurial secrecy.

Legislative acts Federal Law No. 209-FZ "On the Development of Small Business in the Russian Federation", No. 88-ФЗ "On State Support of Small Business in the Russian Federation", Resolution of the Government of the Russian Federation of May 11, 1993 No. 446 "On Priority Measures for Development and state support of small business in the Russian Federation ", Decree of August 6, 2014 No. 560" On the application of certain special economic measures to ensure the security of the Russian Federation ", Decrees of the President of the Russian Federation of June 24, 2015 No. 320 and of June 29, 2016 No. 305 "About the Prod the Resolution of the Government of the Russian Federation of 07.08.2014 No. 778 "On measures to implement the Presidential Decree of August 6, 2014 No. 560, of June 24, 2015, No. 320 and from June 29, 2016 No. 305 "(as amended and supplemented); No. 232-ФЗ "On Amending Article 12 of Part One and Part Two of the Tax Code of the Russian Federation"; documents of state bodies and political parties; statistical data of various ministries and federal agencies; materials of sociological research (VCIOM), Public Opinion Foundation (POF); various information materials: publications of foreign, Russian and regional press.

d) Study phase

i. *The study has 3 phases*

Phase 1 – collecting and analysis of empirical data, theoretical analysis of existing methodological approaches in law, economic and politological scientific works, issue highlight, aim determination, research methods determination, plan making;

Phase 2 – expert- analytics, analysis, verification and specification of results, flowing from collecting and analytical process of empirical data;

Phase 3 – completion of empirical data processing, specification of theoretical and practical results, the results systematized.

III. Results

a) Structure and Content of the Model

In the Unified register of entities for small and medium entrepreneurship in Russia 5 925 282 SMEs entities were registered (February, 2017), total amount contains 5 636 789 entities of micro-enterprises (95%), 267 558 entities – small enterprises (4,5%), 20 935 – medium enterprises(0,4%). Self-employed entrepreneurs -3 074 668 of small and medium business entities (52%), corporate bodies – 2 850 614 (48%).

SMEs amount was growing from August 1, 2016 to February 10, 2017 in 401 517 of economic entities (7,3%). This dynamics is closely connected with 2016 political measures.

© 2018 Global Journals

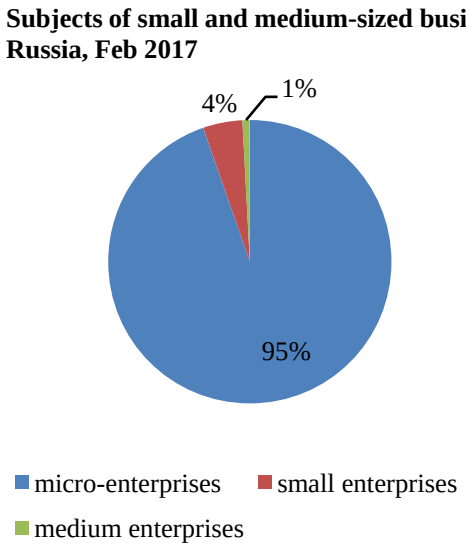


Fig. 1

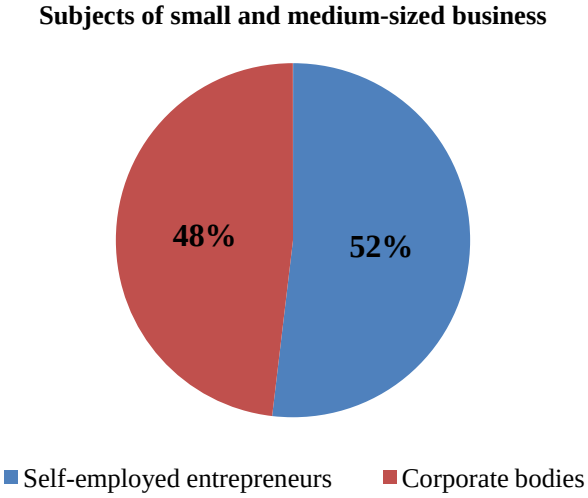


Fig. 2

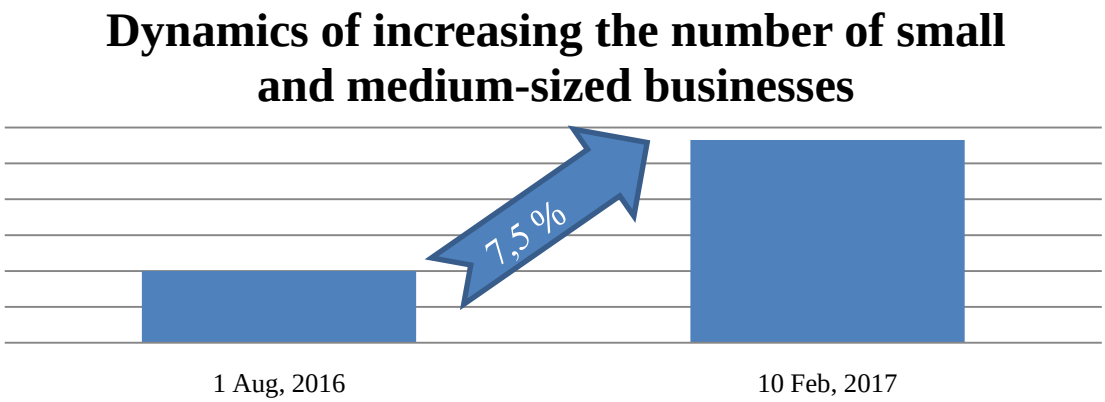


Fig. 3

© 2018 Global Journals

The sector development accelerates market improvement and technological and organizational mobility; creates competitive conditions, provides commerce progress. Besides, small entrepreneurship is a solid ground for social stability, ministrant to reduction of strict stratification of society, weakening of unemployment and instability.[2]

It should be mentioned that despite of entrepreneurship importance for economy sector, small and medium entrepreneurship contribution to Russian economic development is substantively lower, than it is in most part of developed and developing countries (Please, see the figure below).The only explanation is that small and medium entrepreneurship in Russia is represented by micro- enterprises, (94, 2% of total amount of entities). Small and medium enterprises cover only about 6-7 % of total number of basic funds and less than 7-8 % of total investment volume to state capital. Research shows that workforce productivity level in medium businesses is twice- three times lower than in developed nation states.

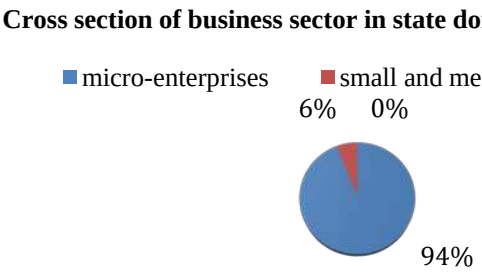


Fig. 4

Moreover, negative tendencies in small entrepreneurship, as we think, were predetermined with administrative and economic barriers. Beurocratic procedures, absence of transparent legislative base and adequate institutional potential, constant checks- out, high fines and taxes – are the key obstacles for small entrepreneurship development in Russia. From the beginning of 2013 annual demanded superannuation contributions from SE in the RF were dramatically increased, without taking into consideration business fixed income, and came to 32 479,2 RUB. Later they decreased to 2072, 53 RUB. However, in Russia, resulting from obvious changes, over one and a half million enterprises were closed, still new ones did not eager to incorporate. It is wide known, blocking access to the capital market for the number of largest Russian banks was one of sanctions consequences that determined fast credit rates growth. As a result, today greater part of self-employers is offered credits at a rate of 25 % per annum. Modern economic paradigm entails no rejecting loan proceeds. It is also connected with bad competition practices when some producers 'withdraw into the shadows'.[1]

If before geopolitical crisis business sector in Russia indicated exponent- growing development (more than 15% annually), then from 2014 rate of business agent change decreased a lot. For example, if in 2016 number of micro -enterprises practically did not have up-down leaps, then small and medium enterprises reduction equaled more than 84,8% (Pic. 3).

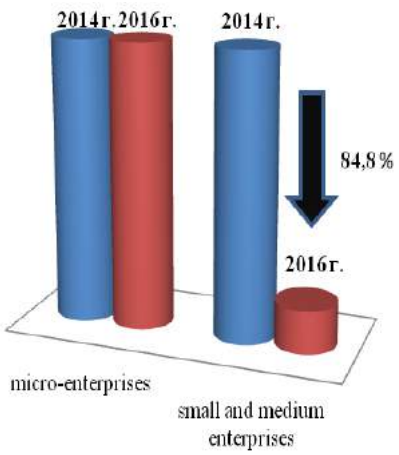


Fig. 5: Intensity of Entrepreneurship Sector Development in Russia, rate of expansion (%)

Together with subsidiary as strict measures of financial boost, it is possible to supply small and medium entrepreneurship by providing them with new infrastructure, e.g. material, taxation, producing-innovative, consulting etc. In 2015 SME financial provision with non- bearing grants was approximately 17 billion RUB.

Grants for capital facilities for small businesses was 1,6 billion RUB. In these circumstances, the Russian Federation actors, in the framework of SME's Project, by far shifted the Project stress ad preferred to construct techno parks, industrial parks, business incubators, centers of competence in innovation sphere, manufactures and farming, instead.

[1] Степашова А. Ю., Исакова Т. Е., Калуцкая Н. А. Влияние санкций на малый бизнес // Молодой ученый. — 2014. — №21. — С. 425-428.

© 2018 Global Journals

b) Respondent Empirical Database Analysis

34% of Russian residents prefer self-employment, in 1991 — 29%. The rate of those, not wanting self-employment, had risen from 49% to 60%. It is admitted that 25 years ago Russians were not into all these "business- economics things", therefore today's just- starters make sense of entrepreneurship. The authors also put a focus on growth in number of potential business makers, having confidence about starting individual enterprise (from 35% to 71%). Number of respondents, who actively work on organizing individual business, twice as high (from 8% to 17%).

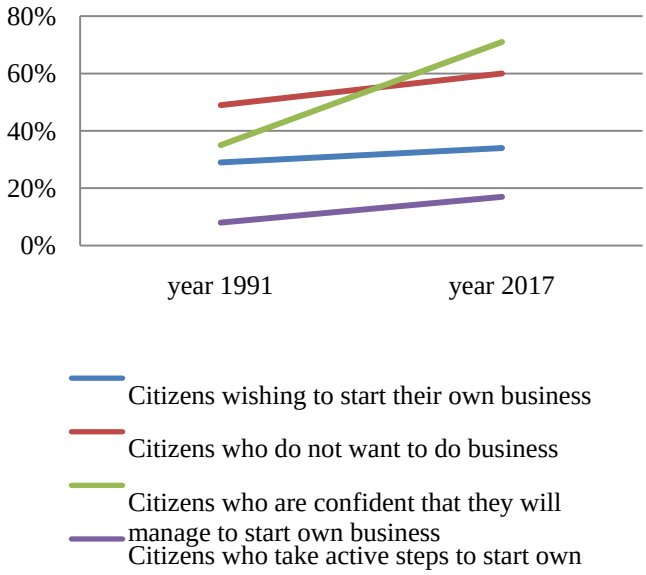


Fig. 6

As research shows, in global prospect the young in Russia are rather interested in business: 62% of respondents consider it possible to start their own business — while average global rate is 34%; 45% of Russian youth are not afraid of contributing to small business and enterprise.

Age (ready to contribute): 20-25 –41,2%, 26-33 –30,8%, 35-45 – 16, 7%, 45-55 – 11,3%

The most attractive sphere for future business-makers is trade sector.

37,1% of future entrepreneurs want to be involved in this field;

24,5% – tertiary production (service production) 16,8%-manufacturing, development and implementation of innovative products– 15,2 % - handicraft industry , craft activities, agrarian and eco – tourism 4,2% – creation and development of supplement facilities for export-oriented business entities 2,2% - contributions to social entrepreneurship.

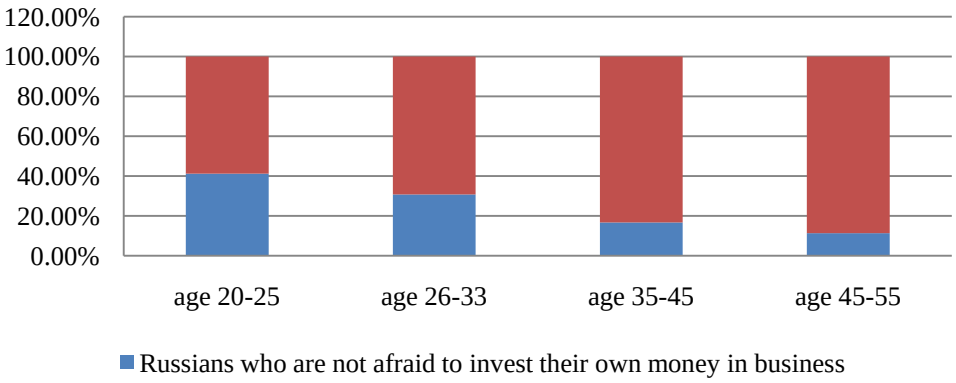


Fig. 7

© 2018 Global Journals

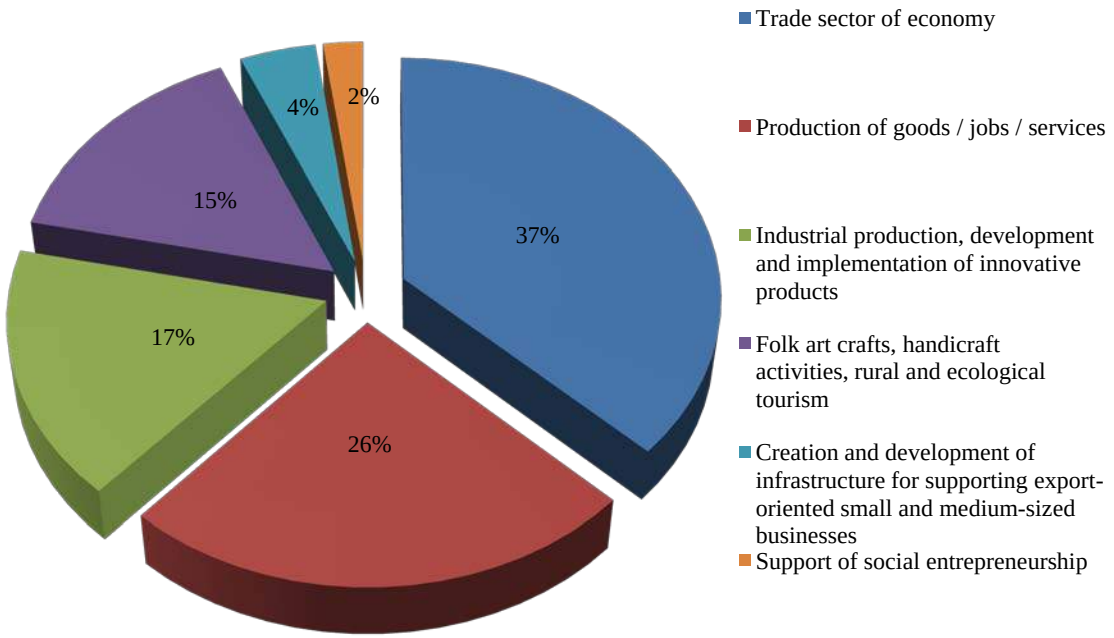


Fig. 8

c) *Evaluation of the Russian Federation juridical policy for SME development*

Among the positive innovations regarding the regulation of small business, on the basis of Federal Law No. 477-ФЗ of December 29, 2014 "On Amending Part Two of the Tax Code of the Russian Federation", one can note the granting to the constituent entities of the Russian Federation of the right to establish taxpayers registered as individual entrepreneurs and transferred to a simplified or patent system of taxation, a tax rate of 0%.

Also, the problems in the field of access to real estate have been eliminated: changes in the number of enterprises from small and medium enterprises, May 29, 2015, No. 156-ФЗ, provide property support in the form of transfer to the ownership and / or use of state (municipal) property on a preferential basis in accordance with state programs (subprograms), as evidenced by Federal Law No. 209-ФЗ of July 24, 2007 "On the development of small and medium business in the Russian Federation" (as amended and supplemented, effective from 01.08.2016). Stagnation processes observed in a number of cases in line with the development of entrepreneurship in Russia were the result not only of the impact of the financial crisis in the country, but mainly of the strategy of the implemented state social and economic policy, which, according to the author's approach, does not fully take into account the interests of small and medium enterprises. As it was mentioned above, today in Russia in terms of the quantitative composition of small businesses, is a progressive trend towards their decline, although the activities of small business organizations in the Russian Federation are regulated by a fairly extensive list of documents.

According to the Ministry of Economic Development of Russia, about 20,000 normative legal acts are adopted annually in our country, which makes certain industries overloaded with regulations and in some cases leads to unbalanced decisions. The introduced norms limited the entrepreneurial initiative and provoked the loss of economic sense of special tax regimes that had previously exempted a small business from paying three taxes: corporate property tax, profit tax and value-added tax. In addition, the provisions introduced are contrary to clause 7, section IV of the Strategy for the Development of Small and Medium-Sized Enterprises in the Russian Federation for the period until 2030, which provides for the provision of tax benefits in the framework of special tax regimes.

Due to the 04.04.2016 Decree of the Government of the Russian Federation No. 265 "On the marginal values of income received from the implementation of entrepreneurial activities for each category of small and medium businesses", the status of SME entity to legal entities and individual entrepreneurs will be automatically assigned, without passing administrative procedures related to the provision of additional documents. On 02.06.2016, in accordance with the Order of the Government of the Russian

© 2018 Global Journals

Federation No. 1033-r, the Strategy for the Development of Small and Medium-sized Entrepreneurship in the Russian Federation for the period until 2030 is in place, aimed at creating a competitive, flexible and adaptive economy.

Also on 02.06.2016, article 346.32 of part two of the Tax Code of the Russian Federation was amended, according to which the special tax regime as a single tax on imputed income for certain types of activities was extended until January 1,

In order to counteract the sanctions imposed on the Russian Federation and to neutralize geopolitical tensions, the Government of the Russian Federation adopted Decree No. 98-r in 2015, which contained a number of anti-crisis measures, including those related to supporting small business development.

d) Optimization and Consolidation of Legislative Acts in SME

It should be admitted that entrepreneurship in Russia already has a fairly broad legal basis, but it is not enough. The problem is that it is one-sided and the legal aspects are not implemented, which makes it absurd to adopt any new regulations. As for the field of activity, the small business has its own niche in the economy, which provides the most effective return on work, both with whole giant enterprises, and with an individual. This position is due to the features and functions of a small enterprise.

The legislation of the Russian Federation on administrative violations has been amended to provide administrative punishment to subjects of SMEs solely as a warning. This measure will reduce the administrative burden on entrepreneurs focus on the prevention of administrative violations.

Decisions have been made that reduce the costs of entrepreneurs in connection with compliance with the requirements of the legislation on control and supervision activities: introduced the institution of preliminary verification of the complaint, other information on the violation of the mandatory requirements that was verified by the audited body (supervision); it is possible to apply checklists containing systematized mandatory requirements when conducting inspections with respect to standard facilities, the activities of which are carried out by small business entities.

In the procedures for assessing the regulatory impact and assessing the actual impact, mechanisms have been introduced to analyze the impact of the consequences of the adoption of regulatory legal acts on the activities of small and medium-sized enterprises ("SMEs"). The opportunities of small enterprises for the application of special tax regimes have been expanded. In particular, the threshold amount of income (up to 120 million rubles), as well as the marginal value of fixed assets (up to 150 million rubles) for the application of a simplified taxation system, was increased.

Up to January 1, 2021, the taxation system was extended in the form of a single tax on imputed income, which would create predictable conditions for the activity of over 2 million taxpayers.

Simplified personnel records management in microenterprises (with a number of employed up to 15 people). Such enterprises are exempted from the obligation to approve local acts on labor law matters. Such a decision will reduce the financial burden in connection with the fulfillment of labor law requirements for 90% of small business entities.

For the first time in the field of small and medium-sized business development, a strategic planning document for the long-term perspective has been approved - the Strategy for the Development of Small and Medium-Sized Enterprises in the Russian Federation for the period up to 2030. This document is aimed at increasing the share of small and medium-sized enterprises in the gross domestic product by 2 times (from 20 to 40%), approved the target model for the direction "Support of small and medium businesses." Its implementation in entities of the Federation is planned for 2017.

In addition, the Presidium of the Council under the President of the Russian Federation for Strategic Development and Priority Projects approved the provisions of the priority project on the main direction of the strategic development of the Russian Federation "Small Business and Support for an Individual Business Initiative", providing for the implementation in 2017-2018 of measures to support both new and operating enterprises to increase the number of employees in small business.

In 2016 11,1 billion rubles was distributed to federal funds from the regional budget for subsidiaries, guaranties, microloans, implementation of institutional activities, forming SME supplement (business incubators, export centres, centres of competence in innovations and industry ,capital construction).

Branch of SME supplement regional organizations is extended: due to financing of 2016 321 centres of competence were created. These institutes provide wide spectrum of informative- consulting, social-oriented and financial and credit services in export as well as services for SMEs, involved in innovations and industry.

A resolution was adopted by the Government of the Russian Federation aimed at improving the procedure of transferring federal property to the entities of small and medium business. A multiple increase in the number of real estate objects included in the list of federal property intended to provide property support to small and medium-sized enterprises is expected. The launch of a single register of small and medium businesses, which provided a new level of access to

© 2018 Global Journals

government support measures: from August 1, 2016, entrepreneurs do not need to prove their belonging to small or medium-sized businesses.

For 2017-2018, there is an exemption from the payment of income tax for self-employed citizens engaged in tutoring, supervision and care of certain categories of citizens, cleaning of dwellings and housekeeping, which sent a notice to the tax authority. At the same time, the subjects of the Federation are entitled to expand the list of activities of self-employers, the income from which they exempted from taxation. Measures have been taken to develop a single-window system to provide services to entrepreneurs. Multifunctional centers providing state and municipal services that provide services to small and medium enterprises are included in the list of organizations that form the SMEs infrastructure.

A pilot project was implemented with the participation of 39 constituent entities of the Federation to create and develop the MFC business network. More than 500 windows have been created to provide services SMEs. Services such as the development of business plans, commodity and legal expertise, business and risk assessment, legal support, property insurance for individuals and legal entities, acceptance of applications for participation in competitive selection for subsidies, microloans and a number of others are being introduced. The practice of providing comprehensive services on the principle of business situations is “gathering speed”. SMEs demand stimulation is accelerated by quota extension for single source contract in goods, works, services by governmental companies from SMEs from 10 to 15% (the decision will come into force on January 1, 2018).

To support SMEs and organizations that form the infrastructure for supporting SMEs; attracting funds from Russian, foreign and international organizations to support SMEs; organization of information, marketing, financial and legal support of investment projects implemented by SMEs; organization of measures aimed at increasing the share of purchases of goods, works and services by customers determined by the Government of the Russian Federation, from SMEs in the annual volume of purchases of goods, works, services, as well as innovative and high-tech products; ensuring information interaction with government authorities, local authorities, other bodies, organizations in order to provide support to SMEs; preparation of proposals on improving measures to support SMEs, including proposals to improve regulatory and legal regulation in this area. The joint-stock company " Federal Corporation for the Development of Small and Medium Enterprises" (SME Corporation) was established without a time limit and operates in accordance with the Civil Code of the Russian Federation, Federal Law No. 208-FL of December 26, 1995 "On Joint Stock Companies", Federal Law of July 24, .2007 №209-FL "On the development of small and medium business in the Russian Federation", Presidential Decree No. 287 of 05.06.2015 "On measures for the further development of small and medium businesses", other legislative and regulatory legal acts of the Russian Federation. The SME Corporation carries out its activities as an institution for development in the sphere of small and medium businesses in order to coordinate the provision of support to small and medium enterprises (SMEs) under Federal Law No. 209-FZ of July 24, 2007 "On the Development of Small and Medium Enterprises in the Russian Federation "After the change of the name of the joint-stock company" Non-bank deposit-credit organization "Agency of Credit Guarantees". Today the SME Corporation cooperates with 15 federal banks and regional guaranteeing organizations (hereinafter referred to as the RGO) with 43 federal and 248 regional banks. In 2015, the SME Corporation, in conjunction with the Russian Ministry of Economic Development and the Bank of Russia, developed and adopted a program to stimulate lending to small businesses to reduce interest rates on loans through warranty support tools. Due to this, the interest rate will be reduced to 10-11%.

In accordance with Art. 2 of the Decree of the President of the Russian Federation "On Measures for the Further Development of Small and Medium Enterprises" of June 5, 2015, No. 28 and item 2, Article 25.1 of the Federal Law "On the Development of Small and Medium Enterprises in the Russian Federation" in edition No. 408-FL and section IV, item 1 of the Order of the Government of the Russian Federation of 02.06.2016 "1083-r" On the approval of the Strategy for the Development of Small and Medium Enterprises in the Russian Federation up to 2030 ", the main tasks of the Federal Corporation were established.

As can be seen from the generalization of the data presented in the documents, the tasks of the "SME Corporation" have some differences. Firstly, according to the legislation system, «SME Corporation»'s jobs are oriented as well to organizations, forming the infrastructure of SME support.

Secondly, information, marketing, financial and legal support, in accordance with the presidential decree, applies exclusively to investment projects implemented by small and medium businesses, while the law does not provide such clarifications.

Thirdly, neither the law nor the strategy provides for the tasks of the "SME Corporation" to assess the goods purchases conformity, works, services to the requirements of the legislation of the Russian Federation providing for the participation of small and medium businesses in procurement.

Fourth, the law and strategy do not identify the share of foreign participation and the organizational and legal form of the customer.

© 2018 Global Journals

Thus, in order to bring these documents in line and ensure the synchronization of legislation, we consider it necessary to eliminate the inaccuracies.

As the analysis of Russian legislative system showed the emphasis in SME development was put on access to financial recourses, providing tax concession and preferences, administrative barriers reduction in creating infrastructure elements (organizations, making purchases of goods and services, produced by small businesses; entrepreneurship assistance development fund ,consulting centres etc.).

According to our empirical analysis, some business participants admit improvement of legal environment and government assistance, regulating SME's activities in the Russian Federation: 9,7% of respondents state absence or imperfection of SE legal environment, 53% - state that social demand for SME's production is not enough, 54%- lack of personal financial base.

51% of retail trade enterprises heads admit high tax rates that assent only to poor demand for on- the stock products (53%). For small constructing businesses only 15% of respondents highlight high tax rate. Poor demand and lack of personal finances is much more serious problem for small constructing businesses (39 and 33% in parallel).

Consequently, according to the analysis of the legislative system and professional experience in SE, the RF normative legal base on SE is considered complete enough. However, real root of the crisis is not about sanctions or embargo, not legal inadequacy and legislative imperfections, it is economic policy mistakes, corruption in business. Corruption model of entrepreneurship was formed in Russia, destructing governmental fundaments.

Conclusion: Russian SMEs is based on solid law ground though it is not enough. The problem is, it is one dimensional, some aspects are omitted, making the process of new statutory instruments adoption a complete absurd. As for business segment, small entrepreneurship is an apart niche in economics, providing the most effective result, it works with both giant businesses and an individual. The position is explained by small entrepreneurship's peculiarities and functions.

e) *Analysis of measurement in SMEs support system in the Russian Federation*

The system of measures of state support for the development of small business is the basis of the federal program of the Ministry of Economic Development of Russia "Economic development and innovative economy" Subprograms 2 "Development of small and medium-sized businesses", which includes activities 2.1 "Federal financial program for supporting small and medium-sized businesses", 2.2 " -legal regulation of SMEs" and 2.3" Promoting the development of youth entrepreneurship "(implemented from 08.0 6.2016). At the same time, one can note the inconsistency of state support for entrepreneurship, which in 2005-2010 was carried out in much larger volumes than now. Thus, the volume of support for small business forms from the federal budget for the period under review increased by an average of 16 times, in the overwhelming majority of Russian entities, there was also a significant increase in the allocation of funds. But from 2011 the marked trend has radically changed: in the budget plans for "support" of small enterprises in 2011 there were 20.8 billion rubles, in 2012 - 10 billion rubles, and in 2013 - and at all 5, 8 billion rubles. It should be noted that in recent years there has been a steady increase in interest rates and tariffs for the use of natural monopoly services, which further reduces the value of funds allocated from budgets to support small business and entrepreneurship in the Russian Federation.

As was noted in § 3.5.of this article, since the implementation of the state program, a number of changes in the legislation have been adopted, which ensured regulation of this sphere of economic relations. In some cases the measures of legal regulation are not specific. Therefore, in governmental agenda «Economic development and economics of innovations » there are some vogue statements in describing basic assessments:

– « Symbiosis of business and tax accounting»;
– « liberalization of legislation»;
– « SMEs development in some economic spheres» etc.

These statements consider their violent interpretation, not allowing determine action plan for government agenda implementation.

The authors also analyzed the purpose and objectives of this federal program for compliance with the Methodological Guidelines for the Development and Implementation of State Programs of the Russian Federation approved by Order No. 690 of the Ministry for Economic Development and Trade of the Russian Federation, November 20, 2013. The guidelines contain requirements for the objectives of program documents: specificity, measurability, attainability, relevance.

In analyzing the purpose of the subprogram "Development of SMEs" of the federal program "Economic development and economics of innovations", some inaccuracies were established. In particular, the goal of the subprogram is formulated as follows: "increasing the share of SMEs in the economy of the Russian Federation". From an economic point of view, the phrase "share in the economy" is absurd and abstract. That is, it does not meet the criterion of "concreteness" of the Guidelines. Consequently, the goal is not measurable, abstract and unattainable. We believe that it is more correct to replace this formulation

© 2018 Global Journals

with "the share of SMEs in GDP". Along with the federal program of the Ministry of Economic Development of Russia, each constituent entity of the Russian Federation implements a set of measures to improve small business in the adopted regional documents that ensure the achievement of the state's objectives to increase the contribution of SMEs to the country's economy. It must be recognized that Russian regions are very diverse in their business conditions, and this requires some special features in the nature of the support provided.

In this regard, the country's leadership at all levels of the economy should strive to create favorable conditions for the development of independent SME companies. Among such conditions is the abolition of the privilege on the property tax of organizations for payers of special tax regimes, the introduction of trade fees, arbitrary changes in the layout of non-stationary retail facilities in certain constituent entities of the Russian Federation, and a number of other measures.

Moreover, the system of administrative and legal regulation in certain sectors and spheres remains unfriendly to small enterprises and does not take into account the specifics of making business in small forms of management. Combined with a high level of fiscal burden, these circumstances do not allow enterprises to increase the sales market on the early stages of activity, increase profitability and thus provide a transition from micro-business to SMEs.

In addition, both the academic community and practitioners often discuss the application of the so-called "tax vacations", which is especially important for goods, works and services potentially located in the import substitution orbit. Periods of "tax vacations" should be determined taking into account the individual characteristics of the emerging Russian market, and they must correspond with the indicators of profitability of products. Also the programs of soft loans, subsidies and interest-free loans available to small businesses, which should be provided to implement the most promising business ideas and can carry a positive impact.

Speaking about the support of small business in Russia, it should be stressed once again that the main focus should be put not on allocating any funds, but, first and foremost, on creating a favorable business climate, in which the process of formation and development of small business will be really effective.

Unfortunately, in the designated sphere it is possible to ascertain the certain unsystematic nature of the decisions made.

Nevertheless, the state still takes certain measures to implement the policy of import substitution and support of entrepreneurship:

– Developed and implemented sectoral import substitution programs (in energy, industry, agriculture, IT);
– An industrial development fund has been set up that facilitates the acquisition of more profitable borrowed funds (loan rate from 5% per annum);
– Conditions created for the creation of certain preferences for domestic commodity producers in state and municipal purchases.

However, the problem of the formation of SMEs remains and the main reason, as we have seen, is the lack of real-functioning financial and credit mechanisms to ensure the effective operation of enterprises. The tax, administrative, banking, currency norms of the law regulating entrepreneurial activity are still quite contradictory and not consistent, as a result, only a quarter of enterprises carry out their entrepreneurial activities legally. The system of law regulating relations in entrepreneurship should be transparent, clear, stable, and the procedure is understandable and accessible. The current normative acts do not have a clear and well-thought mechanism of implementation, creates uncertainty in the development perspective, leads to indifference of the active part of the population and mix it up, stimulate the development of "shadow" business, "shadow" capital, feeds corruption. The contradict nature of legislative acts, their ambiguous interpretation by different state structures, bureaucratic entanglement of business registration procedures, licensing, product certification, registration of property rights, etc., as well as related significant financial costs remain the main problems in the sphere of small enterprise. Negative impact on small business is rendered also by local governments, trying to compensate a part of incomes left in the federal budget, enter additional local taxes and gathering. Underestimation of the importance of small business by the state causes distrust of the authorities of the business community, leads to aggravation of existing problems, to a decrease in the dynamics of its development, and to the curtailment of the private sector of entrepreneurship with simultaneous aggravation of economic problems and increased social tensions in the country.

The imperfections of the tax system, plus excessive administration, and at the same time corruption - all this hampers the establishment and development of entrepreneurship in Russia: all documents regulating the activities of small enterprises were prepared by different power structures, and each of these normative acts contains logical requirements, but together they create intractable barriers to the implementation of private entrepreneurship.

However, even a small enterprise that has decided to complete entrepreneurial activity is not in a position to do so legally. The current legislation establishes a complicated procedure for the voluntary dissolution of legal entities. As a result, there is a significant number of non-performing firms that exist only formally.

© 2018 Global Journals

Regulatory legal documents, regulating social and labor relations in the Russian Federation, take little account of their specifics in the sphere of small business, which leads to social insecurity of hired workers in small enterprises, especially those who have labor relations with entrepreneurs without forming a legal entity, unsatisfactory position in the field of labor protection, safety precautions.

In addition to the main reasons that hamper the dynamic development of SMEs unfair competition factor can be attributed, and violation of the anti-monopoly legislative framework. The complicated procedure for registration of land lease associated with large time and material costs, regulated both at the federal and regional levels, the high cost of renting and redemption of premises, complicated procedure for registering the rights to non-residential premises also restrain entrepreneurial activity.

IV. Discussions

Surfing through the literature on law allows us to state the absence of special studies devoted to the problem of a scientifically grounded structural and functional model for the implementation of the legal mechanism for the functioning of SMEs in under - sanctions Russia. However, certain issues of improving the legal mechanism for impact on the sustainable development of entrepreneurship were highlighted in the works of Marchenko M.N, (2006), Ashmarina E.M. (2015), Sokolova N.A (2016).

The role of law in the formation of the economic functioning of the state was considered by Kuksin I.N, Matveyev P.A, (2012). Formation of the credit policy of a commercial bank in the field of small business lending was analyzed in detail (Minasyan G.S 2015); issues of intellectual support of innovative development of entrepreneurship were devoted to works of Malyara N.S, Akhtyamova M.K, Bobrova A.V, 2014. Measures to ensure the rights and legitimate interests of SME in the implementation of state control (supervision), as well as measures to ensure financial support for the subjects considered in the works of Morozova N.S, 2012.

The problems of intellectual provision of innovation support for the entrepreneurship development are considered in the work of Petrishche V.I, 2011, in particular, it is shown that the knowledge economy fundamentally changes all traditional principles, approaches and models for the development of competitive entrepreneurship; Entrepreneurship in the knowledge economy is increasingly focused on maximizing the market value of companies.

The main tasks of developing the SMEs infrastructure in the region were considered in the works of Petrov S.M, 2012, while he dwelled in detail on the work of the SMEs microfinance fund; to help in the rental of real estate and the possibility of its acquisition by installment payment; on granting to businessmen of the right of rent on a long-term basis of the state and municipal property without auctions carrying out. Analysis of the role of the state in promoting small business development stopped (Morkovina S.S), 2008, stressing that the key to ensuring sustainable development of a small enterprise at the state level are measures to regulate tax legislation in the sphere of small business, creating an effective system of its financial support, potential of industrial enterprises through the allocation of production on preferential terms. The tools of public-private partnership as a factor of innovative activity of small business in the region were considered in the works of Esina L.A, 2012, in particular it is shown that the Tax Code of the Russian Federation offers special tax regimes for small business subjects, and regions are given the right to determine certain tax preferences for them; in order to increase accessibility and reduce fees for the use of borrowed financial resources, it is necessary to attract loans to members of small business entities.

During the stage-by-stage monitoring of scientific literature, it was revealed that development focuses on state regulation and management in the sphere of economic activity, this is due, firstly, to the fact that the market relations themselves generate negative forms of economic relations, and secondly, under appropriate conditions, legal regulation gives impetus to new economic forms of relationships. The state affects with several methods: economic (taxes, prices, credits, quotas) and administrative (registration, licensing).

The analysis of legal practice made it possible to come to the conclusion that the most important function of the state in the economic sphere is to create the necessary conditions for ensuring its normal and efficient functioning and maintaining the balance of the private interests of the state, society and the individuals. An effective mechanism for monitoring the observance of existing legal norms, take the necessary measures to overcome economic instability, increase the competitiveness of domestic products. It is necessary, as it is admitted in the literature to: conduct an active state anti-inflationary, monetary, monetary and fiscal policy, focused on import substitution and support for the real sector of the economy.

V. Conclusions

It is established that normative legal acts, regulating entrepreneurial activity, contain conflicting norms, are contradictory in the methodology of resolving social relations, it does not have a clear and well-thought mechanism for implementation, the failure of the state to take the decisions it feeds the corruption component, as a result only a small number of enterprises carry out their activities legally, the instability

© 2018 Global Journals

of the legislation in the sphere of tax and financial regulation of the sector remains.

Despite the measures taken in recent years, first of all, it should be noted that for some types of activities the problem of high costs for administrative procedures remains very serious, excessive administrative burden on small businesses, a number of administrative procedures are being singled out, amendments to the legislation introduced in the relevant plans of measures, generally facilitate the simplification of procedures, nevertheless remain generally unfavorable in comparison with economically developed countries.

The materials of this article can be useful for entrepreneurs adapting to new conditions of economic activity, for specialists in the field of economic, financial and business law. In the process of research, new questions and problems appeared that needed their solution. It is necessary to continue research on the development of methods for assessing the effectiveness of legal regulation of entrepreneurial activity and solving the problem of improving legal technology in the codification of normative acts in the field of entrepreneurship.

References Références Referencias

1. Альбов А.П. Нормы культуры как источник и форма права.// Современный юрист. 2013.№ 4(5).
2. Быркова Е. Малый бизнес в России: цифры и факты. – ПРОВЭД, 2015.
3. Годовой отчет акционерного общества «Федеральная корпорация по развитию малого и среднего предпринимательства» за 2015 год. – Москва. 2016. С. 23.
4. Гончарова О.Ю. Развитие малого предпринимательства в условиях антироссийских санкций //Российское предпринимательство. - 2015. -Том 16. - No5 - с. 679–690. URL: http://www.creativeconomy.ru/journals/index.php/rp/article/view/127.
5. Гончарова О.Ю. Развитие малого предпринимательства в условиях антироссийских санкций //Российское предпринимательство. - 2015. - Том 16. - No5 - с. 679–690. URL: http://www.creativeconomy.ru/journals/index.php/rp/article/view/127.
6. Гончарова О.Ю. Развитие малого предприним ательства в условиях антироссийских санкций //Российское предпринимательство. - 2015. - Том 16. - No5 - с. 679–690. URL: http://www.creativeconomy.ru/journals/index.php/rp/article/view/127.
7. Динамика оказания финансовой поддержки субъектам МСП // Корпорация МСП. URL: http://corpmsp.ru/guarantee/?by=17&prop=UF_VALUE_2
8. Жданова С.Т. Импортозамещение как экономическая мера в условиях антироссийских санкций// Электронный научный журнал «ГосРег». 2016. № 1.
9. Иванова А.А. Коррупция в сфере российского предпринимательства//Актуальные проблемы экономики и права. №3 (27), 2103.
10. Индекс экономического настроения (ИЭН ВШЭ) в IV квартале 2015 года. –М.: НИУ ВШЭ, 2016 – 20 с.
11. Калинин А. Мало и медленно. Российская Бизнес-газета - №993(14). 14.04.2015.// https://rg.ru/2015/04/ 14/dola.html
12. Кузнецов Ю.В., Быкова Н.В. Методические основы моделирования государственной поддержки предприятий малого бизнеса // Научный журнал НИУ ИТМО. Серия «Экономика и экологический менеджмент». 2016. № 2 (25). С. 80-86.
13. Малое и среднее предпринимательство в России. 2015: Стат. сб. // Росстат - М., 2015. – 96 с.
14. Морковина С. С., Сибиряткина И. В. Влияние законодательных нововведений на развитие малого бизнеса // Бухгалтер и закон. — 2013. — № 1. — С. 13–17., с. 17
15. Распоряжение Правительства РФ от 27.01.2015 № 98-р «Об утверждении плана первоочередных мероприятий по обеспечению устойчивого развития экономики и социальной стабильности в 2015 году» // «Российская газета», № 19, 02.02.2015.
16. Федеральный закон от 02.06.2016 № 178-ФЗ «О внесении изменений в статью 346.32 части второй Налогового кодекса Российской Федерации и статью 5 Федерального закона «О внесении изменений в часть первую и часть вторую Налогового кодекса Российской Федерации и статью 26 Федерального закона «О банках и банковской деятельности» // «Собрание законодательства РФ», 06.06.2016, № 23, ст. 3302.
17. Федеральный закон от 05.04.2013 № 44-ФЗ «О контрактной системе в сфере закупок товаров, работ, услуг для обеспечения государственных и муниципальных нужд» (с изм. и доп., вступ. в силу с 01.09.2016) // «Российская газета», № 80, 12.04.2013
18. Федеральный закон от 13.07.2015 № 232-ФЗ «О внесении изменений в статью 12 части первой и часть вторую Налогового кодекса Российской Федерации» // «Российская газета», № 154, 16.07.2015.
19. Федеральный закон от 17.05.2007 № 82-ФЗ «О банке развития» // «Российская газета», № 108, 24.05.2007.
20. Федеральный закон от 24.07.2007 № 209-ФЗ «О развитии малого и среднего предпринимательства в Российской Федерации» (с изм. и доп., вступ. в силу с 01.08.2016) // «Российская газета», № 164, 31.07.2007.
21. Федеральный закон от 24.11.2014 № 376-ФЗ «О внесении изменений в части первую и вторую Налогового кодекса Российской Федерации (в части

© 2018 Global Journals

налогообложения прибыли контролируемых иностранных компаний и доходов иностранных организаций)» // «Российская газета», № 272, 28.11.2014.
22. Федеральный закон от 26.07.2006 № 135-ФЗ «О защите конкуренции» // «Российская газета», № 162, 27.07.2006.
23. Федеральный закон от 29.11.2014 № 382-ФЗ «О внесении изменений в части первую и вторую Налогового кодекса Российской Федерации» // «Российская газета», № 275, 03.12.2014.
24. Федеральный закон от 29.12.2014 № 477-ФЗ «О внесении изменений в часть вторую Налогового кодекса Российской Федерации» // «Российская газета», № 299, 31.12.2014.
25. Степашова А. Ю., Исакова Т. Е., Калуцкая Н. А. Влияние санкций на малый бизнес // Молодой ученый. - 2014. - №21. - С. 425-428.
26. Birch, D. (1979). The job generation process. Unpublished Report, Massachusetts Institute of Technology, prepared for the Economic Development Administration of the U.S. Department of Commerce, Washington D.C.
27. Birch, David (1987), Job Creation in America, How our smallest companies put the most people to work, The Free Press, New York.
28. Edmiston, Kelly (2010). "The Role of Small and Large Businesses in Economic Development". Economic Review. 1: 1–93.
29. Hansmann H. The Current State of Law and Economics Scholarship // Journal of Legal Education. 1983. No 33. P. 217.
30. Hansmann H. The Current State of Law and Economics Scholarship // Journal of Legal Education. 1983. No 33. P. 217.
31. Harris R. The Uses of History in Law and Economics // Theoretical Inquiries in Law. 2003. Vol. 4. No 2.
32. OECD Studies on SMEs and Entrepreneurship RUSSIAN FEDERATION key issues and policies, 2015. P. 36. OECD Studies on SMEs and Entrepreneurship RUSSIAN FEDERATION key issues and policies, 2015. P.36
33. Polinsky A.M., Shavell S. The Theory of Public Enforcements of Law // Handbook of Law and Economics. 2007. Vol. 1. P. 403–407
34. Shanker, Melissa Carey, and Joseph H. Astrachan. "Family Business Review." Sage Publication 9.2 (1996): 1-123. Print

References Références Referencias

1. A.Albov. Norms of culture as a source and form of law. / / Modern lawyer. 2013. No. 4 (5).
2. Birkova E. Small business in Russia: figures and facts. - PROVED, 2015.
3. Annual report of the joint-stock company "Federal corporation for the development of small and medium-sized business" for the year 2015. - Moscow. 2016. P. 23.
4. Goncharova O.Yu. Development of small business in the conditions of anti-Russian sanctions // Russian Entrepreneurship. - 2015. - Volume 16. - No5 - p. 679-690. URL: http://www.creative conomy.ru/journals/ index.php/rp/article/view/127.
5. Goncharova O.Yu. Development of small business in the conditions of anti-Russian sanctions // Russian Entrepreneurship. - 2015. - Volume 16. - No5 - p. 679-690. URL: http://www.creativeconomy. ru/journals/index. php/rp/article/view/127.
6. Goncharova O.Yu. Development of small business in the conditions of anti-Russian sanctions // Russian Entrepreneurship. - 2015. - Volume 16. - No5 - p. 679-690. URL: http://www.creative conomy.ru/ journals/index.php/rp/article/view/127.
7. Dynamics of financial support subjects of SMEs // SME Corporation. URL: http://corpmsp.ru/ guarantee/ ?by=17&prop=UF_VALUE_2
8. Zhdanova S.T. Import substitution as an economic measure in the conditions of anti-Russian sanctions // Electronic scientific journal "GosReg". 2016. No. 1.
9. Ivanova AA Corruption in the sphere of Russian business // Actual problems of economics and law. No. 3 (27), 2103.
10. Economic sentiment index (HSE) in the 4th quarter of 2015. - Moscow: NIU HSE, 2016 - 20 p.
11. Kalinin A. Little and slow. Russian Business Newspaper - No. 993 (14). 14.04.2015.// https://rg. ru/ 2015/04/14/dola.html
12. Kuznetsov Yu.V., Bykova N.V. Methodical bases of modeling of the state support of the enterprises of small business // the Scientific journal of NIU ITMO. Series "Economics and environmental management". 2016. № 2 (25). Pp. 80-86.
13. Small and medium-sized business in Russia. 2015: Stat. Sat. // Rosstat - M., 2015. - 96 p.
14. Morkovina SS, Sibiryatkina IV The Influence of Legislative Innovations on the Development of Small Business // The Accountant and the Law. - 2013. - No. 1. - P. 13-17., P. 17th.
15. Order of the Government of the Russian Federation No. 98-r of 27.01.2015 "On approval of the plan of priority measures to ensure sustainable development of the economy and social stability in 2015" // Rossiyskaya Gazeta, No. 19, 02.02.2015.
16. Federal Law No. 178-FZ of 02.06.2016 "On Amending Article 346.32 of Part Two of the Tax Code of the Russian Federation and Article 5 of the Federal Law" On Amending Part One and Part Two of the Tax Code of the Russian Federation and Article 26 of the Federal Law " On Banks and Banking Activity "//" Collection of Legislation of the Russian Federation ", 06.06.2016, No. 23, art. 3302.
17. Federal Law No. 44-FZ of 05.04.2013 "On the Contract System in the Sphere of Procurement of

© 2018 Global Journals

Goods, Works, and Services for Provision of State and Municipal Needs" (as amended and supplemented, effective as of September 1, 2013) // "Rossiyskaya Gazeta", No. 80, 12.04.2013
18. Federal Law of July 13, 2015 No. 232-FZ "On Amendments to Article 12 of Part One and Part Two of the Tax Code of the Russian Federation" // Rossiyskaya Gazeta, No. 154, July 16, 2015.
19. Federal Law No. 82-FZ "On the Development Bank" of May 17, 2007 // Rossiyskaya Gazeta, No. 108, May 24, 2007.
20. Federal Law No. 209-FZ of July 24, 2007 "On the Development of Small and Medium-Sized Enterprises in the Russian Federation" (amended and supplemented, effective from August 1, 2016) // Rossiyskaya Gazeta, No. 164, 31.07.2007.
21. Federal Law No. 376-FZ of November 24, 2014 "On Amending Part One and Two of the Tax Code of the Russian Federation (Regarding Taxation of Profits of Controlled Foreign Companies and Income of Foreign Organizations)" // Rossiyskaya Gazeta, No. 272, 28.11. .2014.
22. Federal Law No. 135-FZ of July 26, 2006 "On Protection of Competition" // Rossiyskaya Gazeta, No. 162, July 27, 2006.
23. Federal Law of 29.11.2014 No. 382-FZ "On Amending Part One and Two of the Tax Code of the Russian Federation" // Rossiyskaya Gazeta, No. 275, 03.12.2014.
24. Federal Law No. 477-FZ of December 29, 2014 "On Amending Part Two of the Tax Code of the Russian Federation" // Rossiyskaya Gazeta, No. 299, December 31, 2014.
25. Stepashova A. Yu., Isakova T. Ye., Kalutskaya NA Impact of Sanctions on Small Business // Young Scientist. - 2014. - №21. - P. 425-428.
26. Birch, D. (1979). The job generation process. Unpublished Report, Massachusetts Institute of Technology, prepared for the Economic Development Administration of the U.S. Department of Commerce, Washington D.C.
27. Birch, David (1987), Job Creation in America, How our smallest companies put the most people to work, The Free Press, New York.
28. Edmiston, Kelly (2010). "The Role of Small and Large Businesses in Economic Development". Economic Review. 1: 1-93.
29. Hansmann H. The Current State of Law and Economics Sch.

© 2018 Global Journals

Global Journal of human-social science: H Interdisciplinary
Volume 18 Issue 3 Version 1.0 Year 2018
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-460X & Print ISSN: 0975-587X

Terrorism and Tourism: Kenya's Resilient Tourism Industry Survival Strategies

By Francis Kabii
Kenya Utalii College

Abstract- The objective of the study was to investigate the impact of terrorism incidences on hotels in Kenya and the survival strategies used by the destination. The study hypothesized that there was no significant relationship between the respondent's work experience and their opinion on the effect of terror attacks. It also hypothesized that there was no significant difference between the respondent's gender and their emotional reactions to a terror attack. Qualitative data was collected through interviews while quantitative data was collected using researcher administered questionnaires. A total of 200 questionnaires were distributed from which 138 were successfully completed. The study noted that although there was a weak positive correlation between respondents work experience, and opinions on the effect of the terror attacks to their business this relationship was insignificant at $p=0.05$ ($r=0.04$, $p=0.273$) meaning work experience had little influence. Likewise, 41% of male strongly agreed that they were traumatized as they continued with their duties as compared to 51% of female respondents. The finding indicated that gender did not influence their feelings ($U=1923$, $P=0.37$). Majority of the respondents 64% agreed that it had taken more time to achieve short-term goals while a 64% of them strongly agreed that it had taken longer time than anticipated for the hotel to achieve short and medium-term goals.

Keywords: *terrorism, insecurity, effects, strategic plan, performance.*

GJHSS-H Classification: *FOR Code: 140216*



Strictly as per the compliance and regulations of:

© 2018. Francis Kabii. This is a research/review paper, distributed under the terms of the Creative Commons Attribution-Noncommercial 3.0 Unported License http://creativecom-mons.org/licenses/by-nc/3.0/), permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

Terrorism and Tourism: Kenya's Resilient Tourism Industry Survival Strategies

Francis Kabii

Abstract- The objective of the study was to investigate the impact of terrorism incidences on hotels in Kenya and the survival strategies used by the destination. The study hypothesized that there was no significant relationship between the respondent's work experience and their opinion on the effect of terror attacks. It also hypothesized that there was no significant difference between the respondent's gender and their emotional reactions to a terror attack. Qualitative data was collected through interviews while quantitative data was collected using researcher administered questionnaires. A total of 200 questionnaires were distributed from which 138 were successfully completed. The study noted that although there was a weak positive correlation between respondents work experience, and opinions on the effect of the terror attacks to their business this relationship was insignificant at p=0.05 (r=0.04, p=0.273) meaning work experience had little influence. Likewise, 41% of male strongly agreed that they were traumatized as they continued with their duties as compared to 51% of female respondents. The finding indicated that gender did not influence their feelings (U=1923, P=0.37). Majority of the respondents 64% agreed that it had taken more time to achieve short-term goals while a 64% of them strongly agreed that it had taken longer time than anticipated for the hotel to achieve short and medium-term goals. More than 65% agreed that their long-term goals have been affected and 71% of them have had their companies adjust their marketing strategies to cope with the changing environment. From these findings, the author concluded that security incidences have affected short, medium and long term goals of most hotels in Kenya.

Keywords: *terrorism, insecurity, effects, strategic plan, performance.*

I. Introduction

This paper investigated the impact of terror incidences on strategic plans and operations of hotels and tour companies located in Nairobi and Mombasa. It is divided into two sections. Section one examined the consequence of terror attacks in the year 2012 and consequent uncertainty associated with 2013 and 2017election. It observed that the tourism industry has remained resilient despite all these challenges faced and the recovery took about 5 years. Section two evaluates the recovery strategies applied by Kenya as a destination. Research has been conducted in different parts of the world on how terrorism affects destinations but little has been documented in Kenya. This study intends to fill this gap.

Author: *Lecturer, Kenya Utalii College, Tourism Department Nairobi, Kenya. e-mails: Fkabii@Utalii.ac.ke fkabii@yahoo.com*

Available data indicate that from 2013 to 2016 the number of tourist arrival to Kenya had stagnated due to terror attacks, adverse travel advisories, election tension and the outbreak of Ebola in West African countries GOK, (2015). It was observed that from the year 2012, the number of tourists decreased by 11.2% (1,710,800) in 2012 to 1.519,600 in 2013.At the same period tourism earning dropped by 2.1 from Ksh 96 billion in 2012 to Ksh 94 billion in 2013.

But by 2017, five years after a series of terror attacks, the earnings from the tourism sector had improved by 17.8percent from KSh 84.6 billion in 2015 to KSh 99.7 billion in 2016 slightly more than 97.9 billion in 2011 before the terror attacks. Similarly, the number of international visitor arrivals rose by 13.5 percent to 1,339.7 thousand in 2016.The sector's rebound was partly due to the improvement in security and successful high profile conferences and finally aggressive marketing in the domestic and international markets GOK, (2017).

II. Background of the Study

Within the year 2012 alone, Kenya witnessed nineteen incidences of terror attacks, ten of them being between August and December 2012. Al-Shabaab claimed responsibility for these attacks, with the worst being the 2013 West Gate Mall siege (table 1.1). It is believed that their frequency of occurrence affected tourism in one way or another. This could not be ignored.

Table 1.1: Selected terror incidences between 2012 and 2013

Date	Terror attack location	Town
Jan 2012	Hagedera camp	Garissa
Mar 2012	Machakos bus station	Nairobi
29April 2012	Gods house of miracle	Nairobi
15May 2012	Bella Vista	Mombasa
28thMa 2012	Sasa Boutique	Nairobi
24thJune2012	Jericho Bar	Mombasa
1stJul 2012	Central Cathedral and AIC churches	Garisa
18 July 2012	Barbershop	Wajir
3rd Aug 2012	East Leigh	Nairobi
28thAu 2012	Mombasa outskirt	Mombasa
21stSep	General Service Unit (GSU) lorry	Garisa
30thSep 2012	St. Polycarp Anglican	Nairobi

© 2018 Global Journals

	Church and Garisa suburb	and Garissa
27thOct2012	Hagdera in Daadab mosque	Garisa
18th Nov	East Leigh	Nairobi
5Dec 2012	Joska in East Leigh	Nairobi
7Dec 2012	East Leigh	Nairobi
19thDec 2012	East Leigh	Nairobi

Source author 2016

Although most of these attacks targeted innocent Kenyans, the frequency in which they took place was worrying since they received wide media coverage from both local and international media thus having a negative impact on tourism. Intensive media coverage of security incidences in Kenya had detrimental effects on tourist's perception of Kenya and has contributed to declining of tourist. Newspaper headlines between March 2014 and July 2014 for instance depicted Kenya as unsafe destination (table 1.3). High frequency of these attacks caused significant changes in tourist bookings where cancellations were witnessed by those offering accommodation, transport and other travel related services. The insurance cost has also gone up.

Print media shapes the image of destination and most reader take the reporter's opinion to represent others who might not have a media to give their opinion (Tasci, 2006). The print media in Kenya reported effects of terrorist attacks on the tourism industry. The banking industry shunned away from loaning tourism investments which were classified as high-risk ventures. The US and other countries warned its citizens on using some Kenyan airports which were labelled as unsafe. These print media reports on table 1.3 gives a summary of some headline report of Kenya's situation. The headlines presented Kenya as a risky destination to visit. The repercussions were major lay off by hotels as the number of visitors reduced. Whenever there was any report on security incidences travel advisories were issued by generating countries warning their citizen to avoid visiting Kenya.

Tourism professionals and scholars have avoided addressing the issue of safety and security in Kenya and have left it to politicians and government representatives who make political statements on the impact of terrorism without research backing. As discussed later in the literature review section ,there is some data to show the impact of terrorist attacks in Bali, United States of America, Israel, Morocco to name a few. There is need to have the same for Kenya and other Africa countries affected by terrorists.

Table 1.3: Media reports on stakeholder reaction to terrorist attacks between May and June 2014

Date	Daily Nation Newspaper headlines reporting reactions to terror attacks	Reporter
30 Jul 2014	Banks shun tourism and agriculture as a highly risky sector	Ringa
29 Jul 2014	Insecurity Ogre killing coast golden goose.	Atieno,
23 Jul 2014	Lamu hotels closing down and lay off workers after a month of violence.	Sanga,
22 Jul 2014	Kenya airports unsafe, warns the US its citizens.	Mwakio,
21 Jul 2014	Tourists fear visiting coast due to attacks .(Nation correspondence),	
09 Jul 2014	Group seeks escort for tourists to parks. (Nation correspondence)	
24Jun 2014	Insecurity signals major fall in hotels occupancy and rates.	Mwaniki
28 May 2014	Terror alert bites as 20 hotels closedown at the coast.	Sanga,
27 May 2014	Over 7,500 hotel jobs lost as security alert hits coast bookings.	(Ringa,
23 May 2014	The Netherlands pledges to help boost security in Kenya,	Omollo
16May 2014	Tourists leave Kwale and Mombasa hotels.	Mwita,
16 May 2014	Britain evacuates citizens over the fear of terrorist attacks.	Maina,
03Mar 2014	Coast tourism alarmed over low numbers of a charter flight.	Mwakio,

III. Literature Review

Research on insecurity and its effects on tourism have been conducted in different parts of the world but little has been documented in Kenya. Whenever any terror incidence was reported in Kenya, most of the local and international media gave it a lot of coverage showing Kenya as a high-risk destination. This section gives a review of what has been documented in other parts of the world the main aim being to invites scholars from Africa to investigate how terrorism is destroying African economies. The researcher further examined how Kenya's tourism industry survived terrorist attacks and its effects on short term and long term strategies.

Although a lot has been documented on terrorism and security incidences in other parts of the world, little attention has been given to Africa. Whenever Kenya experienced terrorist attacks, most of the visitors either diverted to Tanzania and Uganda while others visit South Africa. In other words, terrorist's attacks to Kenya benefited other countries in Africa. Kenya has remained a big hub for flights to Central Africa and Western African countries and any insecurity reported may have affected the tourist flow for most African countries. A wider study may be necessary to investigate how terrorist attacks affect Africa's economies.

© 2018 Global Journals

The literature on travel survey consistently find safety and security as important to tourism and determines whether a destination is visited or not, (George, & Booyens, 2014; Floyd, et al., 2003, Goedner, Richie, and Macintosh, 2000; Poon and Adams 2000. Some scholars have documented risks that impact travel; Cohen, N. J. 2016; Nuttal and Theocharous, 2000 and Goldstone, et al., 2010 studied on war and political instability, while Mansfeld, 1996; Neumayer, 2004; Richter,1999;Weaver,2000 studied on health-related issues. Cartwright, 2000; Santana et al (2016).,Lawton and Page,1997 have written a lot on effect crime to tourist destination, while (de Albuquerque and Mc Elroy,1999; Alleyne and Boxill, 2003; Barker and Page,2002; Brunt, Mawby and Hambly, 2000; Aziz,1995, Apostolopoulos and Tarlow 1999 Coshall,2002; Kuto and Gloves, 2004 have written a lot on impact of terrorism on different destinations. Well notable is that few have documented anything on terrorism-related security issues in Africa.

The concept on relationship between tourism and security has been categorized by Piza, A., and Mansfield. (2006) in to three groups: concepts relating to the nature of tourism-related security incidents and crises, concepts relating to the impacts of security incident and crises on the tourism industry and finally concepts relating to short, medium and long-term reactions by tourism stakeholders to existing and potential security incidences and crises.

This paper borrows from the third concept and investigates the impact of terrorism incidences in Kenya on the implementation of strategic plans of selected stakeholders in tourism. Security not only affects individual decision-making but also have a broader influence on economic and political confidence .This in turn affects the wider environment within which tourism industry and destinations survive, Halle al.,(2003).

Accumulated evidence throughout the world has shown the impact of security incidences to destination growth. In a micro level, security incidences affect tourist arrival, intention to travel, which might in turn affect booking due to cancellations , (Pizam,A., and Mansfield.,2006;Shaw and Williams, 2002;Faulkner, 2003). Whenever incidences of insecurity are reported, in a destination, it caused panic and tour operators and other tourism stakeholders judge the magnitude to guide them on what to do.

Terror incidences normally affect company's cash flow and profitability (Muthoka, 2014; Mohammad, 2014; Pizam, 1999; Sonmez, 1998, and Bar-on 1996). The profitability of the business that partially relies on tourism is negatively affected by security incidences. These incidents may make these businesses insolvent and hence negatively affect the quality of life of the entire host community. The high cost involved in providing security for both the private and public sectors increase the cost of providing services to tourists which in turn makes the affected area less competitive.

Instability of the tourism industry affects destination image and force investors to pull out which finally affect the economy of such a destination. Kenya witnessed the closure of about 20 hotels along the coast as by May 2014. More than 7,500 employees had lost their jobs from 2012 to July 2014.

Effects of insecurity have been examined in Malaysia (de Saumarez, 2004), in Nepal (Thapa, 2004), in Bali (Hitchcock, 2001, Henderson, 2003), in Gali island, (Soemodinoto, Wong and Saleh, 2001) and in Lombok (Fallon, 2004) located in Indonesia. For all of the above destinations the findings indicated that when a destination was reported by media as having security incidences it affected travel decision-making process and caused alteration of travel plans, substitution of the destinations and in some cases visitors postponed travel plans, (Sonmez, et al., 1999). Media interpretation and reporting affected people's perception and their intention to travel, (Nuttal and Theocharous, 2001; Gibson and Pennington-Gray Thapa, 2004). What affects tourism industry even more is not having a mechanism of giving the public and the tourist accurate information, from which a decision is made, Richie, et al., 2004. Information on security incidence and the communication strategy acts as a mitigation and crisis management tool as well as recovery strategy for such destinations, Mitroff and Pearson, (1993).

Kenya has had several security incidences most of which are related to terrorism targeting civilians and security agents Otiso, (2009) and Paraskevas, & Arendell, (2007). Whenever such incidence occurs, a further disaster has been associated with the manner in which media reports these incidences and result in a decline in visitors and subsequent tourism-related income (Pizam, 1999). Tourists avoid destinations which are perceived to have high risks. Security incidences in any destination are associated therefore with negative effects. Miller, 2002;Goodrich,2002;Tate,2002;Hall , et al.,2003;Mckercher, and Hui, 2003; Thapa, 2003; and Fallon, 2003 noted that employment and layoff are associated with security incidences if not well managed.

Likewise, Hui,(2003) observed that insecurity caused by terrorists exert psychological impacts spreading fear and intimidation amongst tourist. This has also been the case in Kenya. As pleasure travellers, most touristsare risks averse and seek destinations that provide maximum personal benefits at the lowest personal risks (Sonmez, et al., 1999). Some findings in response to tourism insecurity suggest that the impact varies depending on information management and the recovery strategy taken by those affected directly or indirectly. This was the finding by Alderighi and Cento, 2004 who studied the airline industry, and Israel 2003, who reported on the hotel, Lovelock, 2003on travel

© 2018 Global Journals

agents (Eugenio Martin, et al., 2005, Leslie, and Black, 2005).

As will be observed in the next section of data finding and analysis, the challenges related to terrorism is the same in different destination and even big economies such as the United States of America which has not recovered from the September 11 terrorist attack. The impact of terrorism is more hurting on the developing nations such as Kenya which does not have the financial capability to accelerate the recovery process.

IV. Research Methodology

The study used descriptive research design to explore impacts of terrorist attacks on hotel and tour companies in Kenya. Qualitative data was collected through interviews while quantitative data was collected using researcher administered questionnaires. The study area covered seven administrative regions. These were Central, Nairobi, and Western, Coastal region Nyanza and Rift Valley province. These were the regions where more than 90 percent of the target population was located.

The target populations were managers or supervisors in hotels and tour/travel operator who could respond to the questions. The stratified sampling method was used in determining the sample size. A total of 200 questionnaires were distributed where 138 were successfully completed while seven got spoilt and were not replaced. This gave a success rate of 69 percent which was considered adequate for analysis. To check the reliability of the data collection tools test-retest method was used to assess external consistency while Cronbach's coefficient alpha was conducted and gave 0.955 and was considered efficient. Content validity was conducted to assess the adequacy of the samples used to represent the universe.

V. Data Findings, Analysis and Discussion

a) *Research hypothesis and discussion and implication of findings*

i. *The first hypothesis of the study stated that*

H1 H0: There is no significant relationship between the respondent's work experience and their opinion on the effect of attacks on the operation of their establishments

The study hypothesized that there is no significant difference between the respondents work experience and their opinion on the effect of attacks to the operation of their establishments. To be more specific, respondents were asked to give the financial implication of the attacks to their businesses. Ten opinion statements were given from which they were to agree or disagree (table 3.2). All respondents agreed that in one way or another, they were affected by any all terror cases that reported irrespective of their work experience. Later, respondents were given thirteen opinion statements where they gave their opinions using a 5 point Likert scale Strongly agree (SA), Agree, (A) Not Sure,(NS) Disagree (D) and Strongly Disagree(SD).

Descriptive data were analyzed followed by Chi-Square test of independence and Pearson's Product Moment Correlation. The study noted that there was a significant difference ($\chi 2 = 86$, df=2, $p<0.001$) between the respondent's gender where the majority (66%) of respondents were males as compared to 34% ladies. The study observed significant age difference ($\chi 2 = 162.00$, df=5, $p<0.001$) of the respondents where about 85% were aged between 26 years to 45 years and most of them(49%) had work experience of about 15years.

The study noted that the highest frequency of those who agreed that their company have invested a lot in the installation of security equipment and facilities were those who have worked between 16 to 20 year (87%) of them as compared to 82% for those who had worked for less than 5 years. Although there was a weak positive relationship between respondents opinion and their work experience, this relationship was not significant at $p=0.05$ ($r=0.04$, $p=0.273$) meaning work experience had little influence.

There was a weak positive relationship between respondents work experience and their opinion on the financial implication of the attacks on their business. About 87% of those with work experience of 16 years to 20 years agreed that their company had invested heavily in security personnel and equipment such as metal detectors which ate into their annual budget. Although there was some positive relationship between the response and the work experience, the relationship was not significant ($r=0.087$, $p=0.309$) meaning that their work experience had insignificant influence on this response.

Most 82% of the respondents who had worked for 6 years to 10 years) strongly agreed that their company lost some customers due to fear of insecurity. This relationship was insignificant at $p= 0.05$($r=0.034$, $p=0.091$) meaning that respondents work experience had insignificant influence on fear and loose of business. About 64% of respondents said that their profit margin had reduced drastically while 75% of the respondent with over 20 years of work experience said that their marketing budget increased. It was however important to note that although most respondents had different work experience most them irrespective of how long they had worked they shared most of the opinion. They agreed that their company had increased the number of security personnel (82%), insecurity had affected the investment growth and projection of the company (64%), and had reduced company's profit margin (67%), while most customers were forced to

© 2018 Global Journals

reduce the number of bed night in the hotel(59%). It was also noted that some charter companies cancelled their flights due to security threats and finally the marketing budget has increased. (Table 3.2)

From these findings, the study failed to reject the null hypothesis and concluded that there was an insignificant relationship between respondent's opinion of the effect of terror attacks on their business and the number of years one had worked. Although work experience had some positive correlation, such relationship was not significant at p=0.05.

Table 3.2: Influence of respondents work experience on their opinion on Effect of security incidences on the operation of firms

	Opinion statements	Chi -square test of inter-dependence	Pearson's Cross Tabulation
i.	The hotel invested immensely on security equipments such as metal detectors that was not in the budget	χ^2 = 14.74, df=25, p=0.947	R=0.094,p=0.273
ii.	Hotel increased the number of security personnel	χ^2 = 17.30, df=25, p=0.871	R=0.087,p=309
iii.	The hotel trained its security personnel on terrorism threats	χ^2 = 9.57, df=25, p=0.975	R= -0.060,p=0.484
iv.	It affected investment and growth projection of the hotel	χ^2 = ,29.88 df=25, p=0.229	R= -0.109,p=0.204
v.	The hotel lost some customers due to fear of insecurity	χ^2 = 14.43, df=25, p=0.954	R=0.034,p=0.692
vi.	Hotels 's profit margin has reduced	χ^2 = , 20.20,df=25, p<0.001	R=0.009,p= 0.916
vii.	insurance costs for the hotel increased	χ^2 = 23.78, df=25, p=0.527	R = -0.066,p = -0.444
xi.	Customers reduced the number of bed night in the hotel	χ^2 = 21.97, df=25, p=0.637	R= -0.137,p=0.109
x.	Hotel marketing budget increased	χ^2 = 18.07, df=25, p8.39	R=0.034,p=0.690

ii. *Interpretation of finding*

The study noted that respondents work experience had an insignificant positive correlation with respondent's opinion on the effect of terror on their operation. More than 79% of respondents agreed that have invested a lot of money in security-related equipment such as CCTV, and metal and explosive detectors which have in turn interfered with their operations budget. This gave their customers a sense of security while in the hotel. More than 80% reported that their hotel had increased security personnel while 82% reported that their hotel had lost some customers due to fear and security risks. Others noticeable effects were a reduction of profits increase in insurance premiums, reduced customer bed nights, cancellations of bookings, reduced employees salary and the cash flow. Although most of the attacks were targeting soft non-tourism assets such as churches, bus stops, border towns and some parts of Nairobi and Mombasa, the media coverage they received displayed Kenya as a risky destination and made some tourists to cancel their bookings. The frequency in which these attacks occurred continued to raise some concern to the stakeholders in tourism. The most affected were hotels located along the coastal towns of Mombasa, Malindi and Lamu. Other areas that were badly affected are lodges in national parks that rely wholly on a tourist visiting these wildernesses to watch wildlife.

b) Influence of respondents gender on their emotional feelings on the terrorist attacks

i. *The second hypothesis of the study stated that*

H2H0: There was no significant difference between the respondent's gender and their emotional (anger, fear, sadness, sorrow) reactions to a terror attack.

This hypothesis tested whether there was a significant difference between the way males and females reacted to the new son terror attack. The researcher hypothesized that once there was an attack reported by the media, respondent's gender significantly influenced the emotional reaction to the report and employees reactions in the hotels. Some employees felt scared while others were fearful. Other employees said they were sympathetic, angry, traumatized, and hopeless while others were sorrowful. Nine statements were given and the respondents were asked to state their expression and their responses were later tested using Chi-Square test of independence (cross tabulation). Whenever there was any terrorist case reported, different categories of employees in the tourism reacted differently.

Descriptive analysis followed by Mann- Whitney U test was conducted to test the difference in the level of agreement to the statements that tested respondent's emotion towards terror attacks. The finding indicated more males with a Mean Rank (M=70) said they were angry whenever there was any report of any attack as compared to (M=66)of females. However, this

© 2018 Global Journals

difference was insignificant at p=0.05 (U=1966.5, p=0.468). Hence the null hypothesis which eluded that there was a significant difference between the respondent's gender and their reactions to terror attack was not rejected.

Likewise majority (62%) of males with a mean rank of 70 (M=70) strongly agreed that they were sorrowful as compared to female (M=68). These findings were insignificant (U=2065, P=0.812) meaning that gender had insignificant influence on these emotional feeling after any attacks. It was also noted that the same number of males and females strongly agreed that they were sympathetic to the victims after an attack (M=69) but the difference was not significant (U=2105.5, P=0.963) meaning that the number of those who agreed to the statement was different for both males and females. In relation to a sense of fear more male (M=70) strongly agreed that they fear for the lives as they do their daily duties as compare to the female respondent (M=68). Once again this feeling of fear was not significant (U=2055, P=0.777).

Likewise, 41% of male strongly agreed that they were traumatized even as they continued with their duties as compared to 51% of female respondents. The finding indicated that gender did not influence their feelings on trauma (U=1923, P=0.37). It worth noting that 36% of males and 49% of females felt helpless but the majority of both genders never gave up. There was a lot of hope that irrespective of the attacks the security situation would improve and this keeps the industry going despite negative messages from the media. It is worth noting that 33% of male respondent disagreed that they at any time felt helpless but said that they were positive the situations would be managed. A majority of males (70%) and females (68%) agreed that they were scared to as they continued with their work. In this case, more males felt scared as compared to the female. The researcher expected that in all cases more male would be scared, fearful, sorrowful and angry as compared to the female. The reasons that in most cases the terrorist would target the males either maim or kill them or force them to be recruited as militia and them hostage. For most of the attacks, there were more male's causalities than females. These findings were not significant at p=0.05 thus the null hypothesis that said that there was no significant difference between the respondent's gender and their reactions toward media report on terror attacks was not rejected. This means that gender did not significantly influence their response Table 3.3.

Table 3.3: Influence of respondent's gender on their emotional feeling on the terrorist attack

Respondents Emotional feeling per gender	Gender	N	Mean Rank	Sum of Ranks	Mann-Whitney U Asymp. Sig. (2-tailed)
I Felt Scared	Male	90	71	6359	*U=1966.5,p=0.468*
	Female	47	66	3095	
	Total	137			
I Felt Sorrow Full	Male	90	70	6260	*U=2065,P=0.812*
	Female	47	68	3193	
I Felt Sympathetic	Male	90	69	6201	*U=2105.5,P=0.963*
	Female	47	69	3253	
I Felt Fearless	Male	90	70	6270	*U=2055,P=0.777*
	Female	47	68	3183	
I Felt Helpless	Male	90	73	6538	*U=1787,P=0.126*
	Female	47	62	2915	
I Felt Angry	Male	90	71	6402	*U=1923,P=0.37*
	Female	47	65	3051	
I Felt Traumatized	Male	90	71	6415	*U=1910.5,P=0.342*
	Female	47	65	3039	

ii. *Interpretation of finding*

This study noted that there no significant difference between respondents gender and the way they reacted toward information on terror attacks. Most of them were angry while other was traumatized. Others indicated that they were sorrowful for the affected families despite them being kilometre way from where most hotels were located. The majority said felt helpless since they could nothing to help the victim. All of them agreed that these attacks affected their concentration at work, their effectiveness and efficiency. They were scared since they were not sure whether the terrorist may target them. In summary, the null hypothesis that said that there was a significant difference between the respondent's gender and their reactions to the terror attack as reported by media was upheld.

c) Other effects of insecurity on hotels/lodges operations

Asked to give the effect of the terror attack on their hotel business, about 66% of respondents strongly agreed that it reduces their sales volume while 61% claimed that customer growth had reduced significantly due to the cancellation of bookings. About 44% agreed

© 2018 Global Journals

that they have reduced the cost of their service as compared to 32% who disagreed. About 54% said that their promotional cost has increased as compared to 49% who said that their distribution cost has increased. Majority of the respondents disagreed that insecurity affected the brand of their product and services (Table 3.4).It was noted that 62% of firms reported that their companies did not face negative publicity even when security incidences occurred. These are the hotels that are located far away from the areas where attacks took place. But one year later, the finding indicates that all stakeholders were affected either directly or indirectly. The reason was that they normally kept their customers updated on these incidences giving them detailed information of the actual location of any incidence assuring them that Kenya is a safe destination. These details are also shared with their overseas sales agents and wholesalers who act as their representatives.

From the findings, it can be concluded that most firms in Kenya have been affected by security incidences. Among the areas badly affected are: sales volume, increased in marketing budget and finally the brand name of the destination has been affected. To ascertain the actual amount of money lost by the industry, another research would be recommended. About 36% of respondents agree to have lost between 6 to 15 % of the annual revenue while 18% agreed to have lost between 16 to 30% of their annual revenue.

Table 3.4: Effect of insecurity cases on hotels/lodges marketing

	Effect on marketing efforts	SA	A	NS	D	SD
i.	Sales volume has reduced	22%	44%	5%	12%	2%
ii.	Customer growth has reduced	22	39	8	14	3
iii.	The company has some customer cancelling their bookings	23	41	10	8	3
iv.	The prices of products and services are forced to be reduced to attract visitors	14	30	12	25	7
v.	The marketing strategy has been affected negatively	17	38	9	17	4
vi.	The promotion cost have gone up drastically	20	36	11	18	2
vii.	The marketing plan has been affected negatively and reflecting reduced demand	16	36	11	19	4
ix	The company is getting more competition from source market which is affecting growth projection	15	38	12	17	1
x.	The promotional methods (mix) has been affected	10	44	15	13	2
xi.	The distribution costs has gone up	9	40	16	11	4
xii.	The companies brand name has been negatively affected	6	14	15	36	14
xiii	The demandfor services from customers has reduced	12	30	10	25	6

Strongly agree (SA), Agree, (A) Not Sure, (NS) Disagree (D) and Strongly Disagree (SD)

d) Effect of Terror on short, medium and Long-Term Strategies

There was a need to examine how security incidences have impacted on company's annual goals and targets. Respondent's opinion was sought to describe how insecurity has affected their short term, medium and long-term goals and respondents were give how their companies have adjusted their goals to reflect the changing business environment. Majority of the respondent 66%agreed that it's taking more time to achieve short-term goals while a 63% of them concurred and said that it also takes longer time than anticipated for the firms to achieve medium-term goals. More than 62% agreed that their long-term goals have been affected and 71% of them have had their companies adjust their strategic plans to cope with the changing environment (Table 3.5).

Table 3.5: Effect of insecurity on short, medium and long -term objectives of hotels and lodges

	Company goals and objectives	SA	A	NS	D	SD
i.	It has taken more time to achieve Short terms goals	22%	42%	7%	15%	3%
ii.	It has taken more time to achieve Medium terms	14%	49%	15%	9%	2%
iii.	It has taken more time to achieve Long terms goals	22%	40%	9%	16%	2%
iv.	The company has been forced to adjust its strategic plans to cater to the changing business environment	23%	38%	11%	12%	4%

Strongly agree (SA), Agree, (A) Not Sure,(NS) Disagree (D) and Strongly Disagree(SD).

VI. Tourism Recovery Marketing Strategy used by Kenya

This section gives some of the recovery strategies that were used by Kenya that saw the tourism industry rejuvenate from reduced tourist arrival in 2013 to the increase in 2017. The industry took five years to recover. Different countries have applied different strategies to rejuvenate their tourism industry after crises. Literature is available on recovery strategies in Israel by (Mansfeld, 1999), Cyprus by (Ioannides, & Apostolopoulos, 1999), Maldives by (Carlsen, 2006) and the USA by (Paraskevas, & Arendell, 2007). Al-Hamarneh, and Steiner, (2004)documented a Comparative Studies of recovery strategies used by

© 2018 Global Journals

South Asia, Africa and the Middle East and concluded that there is no any uniform strategy and each destination used their suitable one depending on the nature of crises and the magnitude of destruction they intend to manage.

In Kenya, the government through responsible ministries embarked on tourism recovery strategy dumped as "Tourism Sector Master Plan 2013-2017'. The following targets were set; Increase tourism arrivals from 1.7 million in 2012 to 3 million visitors by 2017; Increase tourism earnings from Kshs.96.02 billion in 2012 to Kshs.200 billion by 2017; Increase bed- nights by domestic tourists from 2.8 million in 2012 to 4 million by 2017; and develop an additional 30,000 beds in high quality accommodation facilities by 2017 spread throughout the country GOK, (2013).

To realize this, a number of programs and projects required the participation of the Government (both national and county), the private sector, and development. Some of the key programs and projects were destination marketing programs which include Magical Kenya Brand Refreshment, Global Brand awareness campaign, Source Market Penetration Initiative, Marketing Domestic Tourism; Premium Parks Initiative; Underutilized Parks initiative; Expansion of Tourism Training; Development of Niche tourists Products which include ;Heritage tourism ,Home Stay ,Cultural Tourism , Health and Medical Tourism; Business and Conference Tourism Initiatives and tourism Infrastructure development including Resort Cities development GOK,(2013).

a) International Marketing

Kenya Tourist Board (KTB) led the industry in implementing Tourism Market Recovery initiatives dubbed "TMRP II" which included a global electronic media advertising campaign with CNN and BBC and later Euro news, covering Europe, Middle East, Asia and Africa, with the USA is covered by CNN online, an outdoor advertising in five key markets as well as new and emerging markets to address concerns of market diversification to UK, Italy, France, Germany, Switzerland, India and South Africa. The government has well been participating in global exhibitions such as World Travel Market - WTM, International Travel Bourse – ITB and many more. The integrated campaigns addressed the first objective of rebuilding the destination image, and the second, of driving sales GOK, (2013).

b) Domestic Tourism Marketing

The government together with the private investors launched series of programs targeting domestic market through cultural festivals, events sponsorships, regional exhibitions and media advertising. Currently Kenya has regional Cultural festivals such as the Lamu Cultural Festival, Lake Turkana cultural festival, Maralal International Carmel Derby, domestic exhibitions and events such as Magical Kenya Tourism expo, Getaway Holiday expo at Sarit Centre, Magical Kenya Jockey Club Race, and the Kenya Open Golf sponsorship were also pursued.

c) Market expansion and diversification

Kenya expanded and diversified its tourist source markets with an additional 20 markets. Some of the latest entrants were Brazil, China, Japan, India, UAE, Uganda, South Africa, Nigeria, Russia and Australia, among others. The growth of the arrivals from the new markets has been equally at a fast rate among the new markets.

d) Marketing of a more diversified tourism product mix

During the plan period the marketing programs involved a more diversified tourism product beyond the traditional wildlife and beach. Thus marketing of cultural tourism, sports tourism, eco-tourism and many others became more pronounced than in the past.

e) Route development

The government also worked with industry stakeholders, global airlines and international charter companies in a bid to enhance air connectivity flights between key tourist markets such as India, Korea, China, African states etc

f) Niche Products Development Programs

On the niche products, the government continued to engage private investors to develop western Kenya Eco-tourism hub, provide additional beds in Kakamega forest, Mt. Elgon, Lake Victoria and launch high-value cultural products and cultural festivals and license homestays. Construction of new cottages in Kakamega Forest National Reserve was completed and is now operational. In Chyulu accessibility to Kisyula cave was improved while in Tsavo Conservation Area several sites were identified for development. National Parks have been segmented by product and price. The premium park initiative is aimed at reducing pressure on the two highly visited Parks (L. Nakuru and Amboseli). It also aimed at improving visitor facilities and roads to ensure tourists get value for their money. Infrastructure has been upgraded. Park entry fees for Amboseli and Nakuru has been reviewed upwards. The review is meant to regulate demand for these Parks which are made up of fragile ecosystems. The Kenya Wildlife Services (KWS) is also carrying out various product development activities with the aim of improving the competitiveness of the wildlife product within Parks. Amongst this products are: Therapeutic tourism, Via Ferrate climbing trail on Mt. Kenya, Improvement of campsites and visitor facilities and, Parks Branding and Beach Management program.

VII. Conclusion and Recommendations

The study noted that respondents work experience had some positive correlation with

© 2018 Global Journals

respondent's opinion on the effect of terror on their operation. However the relationship was not significant at p=0.05

There was some dependence between respondents' gender and their reaction to terror attacks. However these relationships were not significant at p=0.05 thus the null hypothesis that said that there was a significant difference between the respondent's gender and their reactions toward media report on terror attacks was rejected. This means that gender did not influence their response. Respondent's opinions were independent of their gender.

The objective of the study was to investigate the effect of terror attacks on the operation of hotels, lodges and tour operators in Kenya. The finding indicated that though the targets for these attacks were not atourist, nevertheless, it affected the tourism industry and other industries in Kenya. Most companies have been forced to invest more in marketing in order to assure the potential customers that Kenya is a safe destination. This has not been very easy since most firms have a limited budget for such extensive marketing. Some insurance firms are shunning away from tourism investments which they categorize as a risky venture. Perception of Kenya as a risk destination has cause booking cancellation for accommodation providers in the Kenyan coast the most affected being Mombasa, Malindi and Lamu where some terror attack has taken place. As per May 2014 more than 20 hotels along the coast had closed while those located in the wildlife sanctuaries, parks and reserves witnessed low booking and massive cancellation.

Insecurity has affected sales volume, customer growth, and implementation of short and long-term strategies for most firms. This in turn has reduced their revenue where most firms have reduced the number of employees to the lowest.

Kenya as a destination is currently facing serious competition from other East African countries such as Tanzania, South Africa Morocco and Tunisia which are perceived as a safe destination. Most firms have spent substantial amounts of resource in training their employees on terrorism and purchase of security equipment.

VIII. Lessons from the Terror Attack in Kenya

Terrorism-related attacks unless well managed is capable of bringing down the economy of Kenya. A joint effort is needed between African nations and the world at large to combat terror attacks. Al- Shabaab terror group has taken a new twist of training Kenyan youths and are using them for the attacks. This kind of targeting soft target has proved successful to them and might easily be replicated in other countries. Terrorism is not a problem for the Kenya government alone but a global threat. The Kenyan government should empower Kenya Tourist Board so that they can effectively manage communication centre that will disburse information in time any crises that may affect tourism. Management and coordination of media reporting are necessary since if not well managed togive biased and exaggerated information which scares visitors and other investors in Kenya. A join Tourism recovery strategy is needed to coordinate recovery process whenever cases of insecurity are experienced in Kenya.

In conclusion, the following must be managed for Kenya tourism industry to thrive;

a) Actual and perceived concerns regarding safety and security, with resulting negative publicity in the international and local media.
b) Negative travel advisories against travel to Kenya issued by the Governments in the main international source markets.

References Références Referencias

1. Alderighi, M., and Cento, A. ,(2004). European airlines conduct after September 11. Journal of Air Transport Management, 10, 97-107.
2. Al-Hamarneh, A., & Steiner, C. (2004). Islamic tourism: Rethinking the strategies of tourism development in the Arab world after September 11, 2001. Comparative Studies of South Asia, Africa and the Middle East, 24(1), 173-182.
3. Aziz. H.,(1995)Understanding attacks on a tourist in Egypt: Tourism Management (16). 91-95
4. Bar-On, R., (1996). Measuring the effect of tourism violence and of promotion following the Act.
5. Beaud, M., Blayac, T., & Stéphan, M. (2016). The impact of travel time variability and travellers' risk attitudes on the values of time and reliability. Transportation Research Part B: Methodological, 93, 207-224.
6. Brunt, P., Mawby, R., and Hambly, Z., (2000). Tourists victimization and the fear of crime on holiday. Tourism Management (21) 417-424
7. Carlsen, J. (2006). Post-tsunami tourism strategies for the Maldives. Tourism Review International, 10 (1-2), 69-79.
8. Cohen, N. J. (2016). Travel and border health measures to prevent the international spread of Ebola. MMWR supplements, 65.
9. de Sausmarez, N., (2004) Implication for tourism and sectoral crises management: Journal of travel and tourism marketing,15(4) 217-232.
10. Eric, L and Bruce P.(2005) Management responses and Theoretical Insight: Journal of Travel and Tourism Marketing,9(2/3).
11. Fallon, F. (2004), After the Lambok riots, Is sustainable tourism achievable? Journal of Travel and Tourism Marketing,15(2/3)139-158.

© 2018 Global Journals

12. Floyd, M.F., Gibson, H., Pennington-Gray,. &Tampa. B.,(2004) The effect of risk perception on intention to travel in the aftermath of September 11 2001. Journal of travel and Tourism Marketing,15(2/3) 19-38.
13. George, R. (2010). Visitor perceptions of crime-safety and attitudes towards risk: The case of Table Mountain National Park, Cape Town. Tourism Management, 31(6), 806-815.
14. George, R., & Booyens, I. (2014, December). Township tourism demand: Tourists' perceptions of safety and security. In Urban Forum (Vol. 25, No. 4, pp. 449-467). Springer Netherlands.
15. Goldstone, J. A., Bates, R. H., Epstein, D. L., Gurr, T. R., Lustik, M. B., Marshall, M. G., ... & Goodrich, J.N.,(2002). September 11 attack on America. A record of the immediate impact and reaction in the USA Travel and Tourism Industry. Tourism Management (23),537-580.
16. The government of Kenya, (2013): Sector plan for Tourism Medium Term Goals 2013-2017.
17. Hall, G.M.,Timothy,D.J. Duval, D.J. (2003). Security and tourism: Towards a New understanding. Journal of Travel and Tourism Marketing,15(2/3) 139-158.
18. Hall., G.M. (2002). Travel safety, terrorism and the media: the significance of the issue attention cycle. Currents issue in Tourism. 5(5), 458-466.
19. Henderson, J.C.,(2003) Terrorism and Tourism: Managing the consequences of Bali bombing. Journal of Travel and Tourism Marketing, 15 (1) 41-58.
20. Hills, A. (2006). Trojan horses? USAID, counter-terrorism and Africa's police. Third World Quarterly, 27(4), 629-643.
21. Hitchcock, M.(2001) tourism and total crises in Indonesia: The case of Bali. Asia Pacific Business Review, 8(2), 101-120.
22. In Pizam & Y., Mansfeld (Eds) Tourism crime and international security issues. Chichester, UK, Wisely.
23. Ioannides, D., & Apostolopoulos, Y. (1999). Political instability, war, and tourism in Cyprus: Effects, management, and prospects for recovery. Journal of Travel Research, 38(1), 51-56.
24. Israel, A.A. & Reichal, A. (2003) Hospitality crises Management: the Israel Case. International Journal of Hospitality Management, 22, 353-372.
25. Johnson, L. C. (2001). The future of terrorism. American Behavioral Scientist, 44(6), 894-913.
26. Lovelock. B., (2003). New Zealand travel practice in the provision of advice to travel to risky destinations: Journal of Travel and Tourism Marketing, 15 (4) 259-280.
27. Manfeld, J., (1999) Cycles of war terror and Peace: determinant and Management of crises and recovery of Israel Tourism industry. Journal of Travel Research 38(1)30-36.
28. Mansfeld, Y. (1999). Cycles of war, terror, and peace: Determinants and management of crisis and recovery of the Israeli tourism industry. Journal of Travel Research, 38(1), 30-36.
29. Mckercher, B., and Hui, E.L. (2003) Terrorism, economic uncertainty and outbound travel from Hong Kong. Journal of Travel and Tourism Marketing, 15(2/3)159-172.
30. Miller, K.L. (2002) Shock of recovery Newsweek P.38.
31. Miller, P. H. (2002). Theories of developmental psychology. Macmillan.
32. Mitroff, I.I & Person, C.M. (1993) .the crises management; A diagnostic guide for improving your organization crises preparedness. San Francisco.
33. Mohammad, A. A. A. (2014). Managing Demand for Hotel Establishments during Downturn Times and their Impact on Hotel Revenues: A Case Study of Cairo Hotels (Doctoral dissertation, School of Management, Cardiff Metropolitan University).
34. Muthoka, M. N. (2014). Effects of Strategic Management Drivers on Organizational Performance In The Tourism Sector In Kenya. Strategic Journal Of Business & Change Management, 1(2).
35. Mwakio, P., (2014) Kenya's Airport Unsafe, Warns The US, Nation Daily 22 July 2014.
36. Nuttal, M.W., Seggighi, H.R., and Theocharoui, A.L., (2001). Does cultural background of tourist influence destination choice? Journal of Management (15) 181-191.
37. Otiso, K. (2009). Kenya in the crosshairs of global terrorism: fighting terrorism at the periphery. Kenya Studies Review, 1(1), 107-132.
38. Paraskevas, A., & Arendell, B. (2007). A strategic framework for terrorism prevention and mitigation in tourism destinations. Tourism Management, 28(6), 1560-1573.
39. Paraskevas, A., & Arendell, B. (2007). A strategic framework for terrorism prevention and mitigation in tourism destinations. Tourism Management, 28(6), 1560-1573.
40. Pizam, A., (1999). A comprehensive approach to classify acts of crime and violence at tourism destinations; Journal of Travel Research (38) 5-12 a.
41. Ritchie, B.W., Dorrell Miller, D., and Miller, G.A., (2004) Crises communication and recovery for the tourism industry, Lesson from 2001 foot and Mouth outbreak in the UK. Journal of Travel and Tourism Marketing,15(4) 199-216.
42. Sanga, B., (2014) Lamu hotels closing down, laying off workers after months of violence. The standard 23rd July 2014.
43. Sanga,B.,(2014) Terror alerts bite as 20 hotels closes down at the coast. The standard 28th May 2014.
44. Seddighi, H.R. and Theocharous, A.L., (2002). Model of tourism destination choice. Theoretical

© 2018 Global Journals

and empirical analysis. Tourism Management (23) 416-456.
45. Sedigghi, H., Nuttal, M., & Theocharous, A., (2001) Does cultural background of influence the destination Choice? Tourism Management. 22 (2). 181-191.
46. Shaw, G. & William, A.M. (2002) .Critical Issues in Tourism: A geographical perspective. Oxford Black-Well.
47. Sonmez, S.F. (1998) Tourism terrorism and political instability. Annals of Tourism Research, 25 (2) 416-456.
48. Sonmez,S., Apstolopouls, Y., & Tarlow, P. (1999): tourism in crises: Managing the effect of terrorism. Journal of Travel Research. 38 (1) 13-18.
49. Tasci, A. D., & Kozak, M. (2006). Destination brands vs destination images: Do we know what we mean?. Journal of vacation marketing, 12(4), 299-317.
50. Tate, P (2002) The impact of 9/11 Caribbean London and New York cases. The Travel and Tourism Analyst 5 (October). 1-25.
51. Thampa, B., (2004) Tourism in Nepal. Journal of Travel and Tourism Marketing,15(2/3)117-139.
52. Woodward, M. (2010). A global model for forecasting political instability. American Journal of Political Science, 54(1), 190-208.
53. Young, W.B., & Montogomery, R.J. (1998). Crises management and its impact on destination marketing. Journal of Convention and Exhibition Management 1(1) 3-18.

© 2018 Global Journals

This page is intentionally left blank

© 2018 Global Journals

Global Journal of human-social science: H Interdisciplinary
Volume 18 Issue 3 Version 1.0 Year 2018
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-460X & Print ISSN: 0975-587X

Constructing a Reliable and Valid Instrument to Measure Post-Secondary Students' Cultural Competence

By Ricardo Lowe, Debarun Majumdar, Audwin L. Anderson, E. J. Summers & Gail Ryser

Texas State University

Introduction- Institutions of Higher Education must understand and engage with students' perceptions of diversity within the social and academic contexts of campus life. "Diversity, pluralism, equity, access, multiculturalism, regardless of how they have been named, have been on the agenda of colleges and universities for nearly 50 years" (Pope, Mueller, & Reynolds, 2009, p. 640). Toward this end, researchers have developed cultural competence instruments for teachers, counselors, and student affairs professionals (Cheng & Zhao, 2006). For our study, we define cultural competence as knowledge of and sensitivity to the accumulated store of symbols, ideas, and material products associated with multiple group experiences. The groups will be those identified by race, ethnicity, gender, sexual orientation, religion, language, and ability/disability. Additionally, awareness of one's own identity and membership in the various groups mentioned above is a critical component of cultural competence.

Here we review the history and origins of how researchers have measured cultural competence. Then, our focus narrows to how researchers measure cultural competence within the field of education. Finally, we detail our instrumentation and dissemination.

GJHSS-H Classification: FOR Code: 200299

CONSTRUCTINGARELIABLEANDVALIDINSTRUMENTTOMEASUREPOSTSECONDARYSTUDENTSCULTURALCOMPETENCE

Strictly as per the compliance and regulations of:

© 2018. Ricardo Lowe, Debarun Majumdar, Audwin L. Anderson, E. J. Summers & Gail Ryser. This is a research/review paper, distributed under the terms of the Creative Commons Attribution-Noncommercial 3.0 Unported License http://creativecommons.org/licenses/by-nc/3.0/), permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

Constructing a Reliable and Valid Instrument to Measure Post-Secondary Students' Cultural Competence

Ricardo Lowe [α], Debarun Majumdar [σ], Audwin L. Anderson [ρ], E. J. Summers [ω] & Gail Ryser[¥]

I. Introduction

Institutions of Higher Education must understand and engage with students' perceptions of diversity within the social and academic contexts of campus life. "Diversity, pluralism, equity, access, multiculturalism, regardless of how they have been named, have been on the agenda of colleges and universities for nearly 50 years" (Pope, Mueller, & Reynolds, 2009, p. 640). Toward this end, researchers have developed cultural competence instruments for teachers, counselors, and student affairs professionals (Cheng & Zhao, 2006). For our study, we define cultural competence as knowledge of and sensitivity to the accumulated store of symbols, ideas, and material products associated with multiple group experiences. The groups will be those identified by race, ethnicity, gender, sexual orientation, religion, language, and ability/disability. Additionally, awareness of one's own identity and membership in the various groups mentioned above is a critical component of cultural competence.

Here we review the history and origins of how researchers have measured cultural competence. Then, our focus narrows to how researchers measure cultural competence within the field of education. Finally, we detail our instrumentation and dissemination. Unlike previous instruments that have been generated at predominantly middle-class, Midwest institutions, diversity was at the forefront of our thinking throughout the development of our instrument at a Hispanic Serving Institution. Through this process, we contribute to the field of post-secondary education a valid, reliable, and culturally-responsive instrument for measuring students' cultural competence. Our study fills a gap in the research literature uncovered by Pascarella. Pascarella (2006) contends, "it may be possible to obtain more internally valid findings from multiple small-scale longitudinal studies based on single institution samples than from multi-institutional data derived from cross-sectional designs" (p. 510).

Author α: United States Dept. of Agriculture – Austin, Texas.
Author σ: Debarun Majumdar (Sociology, Texas State University.
e-mail: dm28@txstate.edu
Author ρ: Sociology, Texas State University.
Author ω: Curriculum and Instruction, Texas State University.
Author ¥: Director-Testing, Research-Support, and Evaluation Center, Texas State University.

II. Prior Measures and Conceptualization of Cultural Competence

a) *Cultural competence in health care*

Our review of the literature uncovered that many of the existing measures of cultural competence are in the field of medicine and other health professions. Most noted is Campinha-Bacote's (2002) Inventory for Assessing the Process of Cultural Competence among Healthcare Professionals, also known as the IAPCC. The IAPCC assesses healthcare providers' levels of cultural competence (Campinha-Bacote, 2002). The framework consists of five distinct constructs: (1) cultural awareness/sensitivity, which examines the ability to empathize and be sensitive to clients of different cultural backgrounds; (2) cultural knowledge, which measures initiative to seek knowledge about the perceptions and worldview of clients from different cultural groups; (3) cultural encounter, which measures experiences and engagements with clients from different cultural backgrounds; (4) cultural skill, which refers to the ability to interact and be respectful to clients from different cultural groups; and (5) cultural desire, which involves the desire and motivation to engage in the four aforementioned concepts (Campinha-Bacote, 2002). Numerous health researchers have used the IAPCC framework to study cultural competence as it relates to course and curriculum development, respondents' perceptual changes overtime, and public service.

Haack and Phillips (2012) used the IAPCC instrument to measure cultural competence among pharmacy students, with particular focus on the curriculum and courses. Their ultimate goal involved examining whether changes made to the curriculum can be assessed by the competence levels of students before and after course implementation (Haack & Phillips, 2012). Additionally, Echeverri, Brookover, and Kennedy (2010) analyzed cultural competence among pharmacy students with the intent of guiding and improving the program's curriculum. They studied the effectiveness of the Clinical Cultural Competency Questionnaire (CCCQ), which used four constructs (cultural awareness, cultural knowledge, cultural encounter, and cultural skill) from the IAPCC framework.

© 2018 Global Journals

Suarez-Balacazar et al. (2011) created the Cultural Competence Assessment Instrument (CCAI–UIC) to measure psychometric properties among occupational therapists. The CCAI–UIC was comprised of three IAPCC framework constructs (cultural awareness, cultural knowledge, and cultural skills) and another additional construct developed by the researchers called cultural practice.

Researchers in other helping professions use measures of cultural competence to focus awareness of cultural differences between practitioners and clients. For example, Mallow and Cameron-Kelly's (2006) research speaks to the complexities social workers encounter while working in substance abuse treatment organizations. Their findings suggest cultural competence is both multi-layered and complex.

III. Cultural Competence in the Training of Educational Professionals

In order to address the changing demographics of public schools, Pettus and Allain (1999) developed an instrument for assessing prospective teachers' attitudes concerning multicultural education. The questionnaire was developed and administered to prospective secondary school teachers enrolled in multicultural education courses. The questionnaire had items that asked about knowledge of different cultural, ethnic, and social-class groups (knowledge construct); teachers' attitudes about the topic (sensitivity construct); and, the pedagogical implications of ethnic and cultural characteristics (awareness construct).

Counseling is another field concerned with developing its professionals to be sensitive and effective in working with persons from diverse cultural, racial and ethnic backgrounds.

According to D'Andrea, Daniels, and Heck (1991) this concern led to the late twentieth century cross-cultural counseling movement. Consequently, D'Andrea and his colleagues (1991) developed the both valid and reliable Multicultural Awareness-Knowledge-and Skills Survey (MAKSS), which is a self-administered written test.

Student affairs is yet another area that links the growing and complex nature of diversity among students with the need to address the issue of cultural competence. A number of researchers (Pope & Reynolds, 1997; King & Howard-Hamilton, 2003; Castellanos, Gloria, Mayorga, & Salas, 2008) have identified three dimensions of cultural competence for student affairs professional and student affairs graduate students. *Awareness* is a belief that differences are valuable and learning about differences is necessary and rewarding; *knowledge* involves the knowledge of diverse cultures and oppressed groups; and *skills* is the ability to identify and openly discuss cultural differences and issues.

Cheng and Zhao (2006) point out that there is existing instrumentation to assess multicultural competence for teachers, counselors, and student affairs professionals, as discussed above. The authors assert that the next important area is measures for undergraduate students.

Further, they cite evidence that instrumentation in this area is still in its infancy in terms of empirical validation and the instruments are too lengthy to administer to a general student population.

IV. Research Regarding the Cultural Experiences of First-Year College Students

While cultural competence remains an active unit of analysis in health and other professional areas, limited research exists regarding First Time in College (FTIC) student populations. The majority of FTIC research addresses questions of financial readiness, graduation rates, retention, and general academic development-elements commonly considered by higher education researchers to measure and predict students' academic success (Krumrei- Mancuso, Newton, Kim, & Wilcox, 2013). Measurements of student perceptions toward culture and diversity usually are integrated into general campus climate assessments. Most of these items attempt to distinguish cultural perceptions by student status. The Campus Diversity Survey, developed by the Regional Consortium for Multicultural Education (The Regional Consortium for Multicultural Education, 2007), measured individual student attitudes and experiences with diversity between undergraduate students and graduate students. Although this survey did not consist of items that specifically referenced FTIC students, it did provide options for the respondent to specify their student academic level, ranging between "freshman" and "senior". The survey has a question pertaining to the number of semesters the student had been enrolled with the university. Such questions help to distinguish cultural perceptions across different student statuses and academic levels.

Another instrument, developed by a team of research professors at the University of Massachusetts (UMass), intended longitudinally to explore links between diversity and classroom learning among FTIC students (Office of Academic Planning and Assessment, 2001). The instrument measured four educational constructs pertaining to diversity including (a) students' prior experience interacting with diverse peers, (b) multicultural skills and knowledge, (c) attitudes towards racial and ethnic identity and discrimination, and (d) attitudes regarding the role of higher education in relation to race and ethnicity issues. Making the study longitudinal allowed the researchers to analyze how

© 2018 Global Journals

student perceptions changed over-time, and how their cultural experiences facilitated academic growth. According to Smith and Torrey (1996) longitudinal data are important for studying cultural differences and changes. One-time assessments limit the ability to interpret transformation of student cohort perceptual changes overtime. This is especially true with initiatives examining participant's perceptions of multicultural curriculum courses, workshops, and teaching, all of which help to analyze transformations of students' cultural competence (Smith & Torrey, 1996).

While FTIC and campus climate assessments may provide opportunities for interpreting different cultural perceptions among students, the importance of cultural competence as a distinct conceptual measurement across FTIC populations is paramount to evaluate students' needs for cultural development. Cultural competence instruments also uniquely measure students' perceptual changes over-time and how these changes correspond with real world performance (Echeverri, Brookover, & Kennedy, 2010). The limitations with many other academic assessments, such as campus climate instruments, are that students' experiences with diversity are often generalized, and subjects of culture and diversity are conceptualized using frameworks that are not statistically valid.

In order to assess cultural competence amongst FTIC students, it is important to examine student pre-college cultural backgrounds. In understanding students' pre-college backgrounds, including the settings they grew up in and their interactions with diverse communities, the likelihood of accurately predicting the change in cultural competence throughout their college career, increases (Hurtado, Engberg, Ponjuan, & Landreman, 2002). Umbach and Milem's (2004) study of 2,911 first-year university students found that students with diverse pre-college backgrounds were more likely to join organizations promoting diversity, take courses devoted to multiculturalism, and participate in multicultural campus organizations and activities. The researchers also discovered that females proved more likely than males to participate in diversity activities. Thompson (2008) found that White students were less likely in general to embrace diversity as opposed to African-American and Native American students. Hispanic students were more likely to interact with individuals from diverse backgrounds than other racial/ethnic groups (Umbach & Milem, 2004).

Based on the literature detailed above, there is a need for a valid and reliable instrument to measure cultural competence in post-secondary academic settings. Students' post-secondary experiences with diversity are imperative in shaping student perceptions and abilities to interact with people from different cultural backgrounds. Our aim was to capture these experiences and perceptions through assessing cultural competence across different FTIC demographic groups.

V. Creating and Validating Our Instrument

After rigorously reviewing relevant assessments, we chose 51 questions that had a high level of relevance to post-secondary contexts. We justified the allocation of these items by applying Campinha-Bacote's (2002) IAPCC construct definitions. Rather than assessing competence amongst practitioners, we applied the model to assess students' cultural competence. This way, (a) cultural sensitivity became an examination of students' abilities to empathize and be sensitive toward students with diverse cultural backgrounds; (b) cultural knowledge became a measure of students' initiative to learn or seek knowledge of the perceptions and worldviews of students with different cultural groups; (c) cultural encounter centered on students' engagement with other students of differing cultural backgrounds; and, (d) cultural skill referred to students' willingness to interact and be respectful toward students from cultural groups other that their own. After allocating the questions, we cautiously reworded and rephrased each question to make them specific to FTIC students.

VI. Confirming Content Validity and Item Compatibility

After integrating all survey items into the instrument, we worked to strengthen the items and assure their conceptual and statistical compatibility with each assigned construct (cultural encounter, cultural knowledge, cultural skill, and cultural sensitivity). To assess which questions aligned to each construct, we designed content validity and item compatibility tests. These tests served as conceptual validation techniques that helped determine whether each item effectively measured an element of the given construct.

For the content validity tests, we created a table that included the name of the construct, and an extensive list of all survey questions that related to that specific construct. We looked for similarities in wording and wrote down the specific measure each question intended to assess. Examples of measures included interacting with individuals with different socioeconomic backgrounds, comfort in diverse social contexts, and awareness of diverse cultures. Once we determined these labels, we interpreted whether the questions conceptually fit with the construct we assigned it. Overall, we ended up with six tables, four for each of the aforementioned constructs, and two more for demographic and identity awareness questions. As some questions such as, thinking about one's gender, or sexual identity, captured one's sense of self/identity,

© 2018 Global Journals

we defined a new construct absent in past literature called identity awareness. We consider this to be an important contribution to furthering our understanding of cultural competency of first time in college students. For item compatibility, we added, withdrew, replaced, and removed several items to strengthen each items' conceptual compatibility with its assigned construct.

We created the following code system to denote how we would proceed to change specific questions on each respective draft of the instrument:

/RS/ = Reverse-score
/M/ = Move question to another category
Strikethrough = Withdraw question
/NR/ = Revise question

Next, we (a) reverse scored questions to limit respondent bias, (b) moved questions to other categories, and (c) added/withdrew questions from the instrument. We replaced any nominal response categories that assessed an IAPCC construct with 5-point Likert scales. Scales included response choices ranging from "Strongly Agree" to "Strongly Disagree", "Always" to "Never", and "Very Comfortable" to "Very Uncomfortable." After a series of intensive drafts, we were ready to develop the instrument.

VII. Assuring Quality Control and Assessment

We dispersed items throughout the instrument to limit students' ability to recognize the constructs. This served to limit respondent bias. At this stage, 51 items appeared on the instrument. To target respondent's potential inattentiveness, we inserted two quality control questions asking respondents to circle specific answer choices. One of these questions asked students to select answer choice "B", and the other to select answer choice "E". Further, to measure completion time, we initially administered a timed assessment version to 23 students in an undergraduate course. We did not collect any personal information nor did we collect scores; our goal was limited to measuring the average and range of students' completion times. We asked each student to log the time in which they completed the assessment. Completion times ranged from seven to nine minutes.

After students completed the timed survey, we asked them to provide comments and suggestions regarding their interpretation of the items. Nine of the 23 students provided feedback, which we used to revise the instrument. Most of these students made note of invasive questions pertaining to their romantic lives, spiritual/religious beliefs, and/or sexual orientations. Others commented on grammar, wording, and formatting issues. We took all observations into consideration. The step in the process proved vital in refining our instrument.

For further insight, we sent the final draft of the instrument to four external subject matter experts who specialize in cultural competence. Based on their feedback we provided a more inclusive definition of cultural competence and ability/disability within the instrument.

VIII. Piloting the Instrument

We piloted the final draft of the instrument, which had 48 questions, over a period of three weeks with a sample of 262 undergraduate/graduate students during the summer of 2014. It was a non-probability sample made up of respondents enrolled in one of thirteen summer courses on two campuses. Each respondent contributed to a unique case; no student answered the survey more than once.

IX. Data Entry and Processing

Upon receiving the completed surveys, we assigned a number to each lettered response category in order to transfer student responses into a data spreadsheet. The numeric transfer codes included: A = 1, B = 2, C = 3, D = 4, and E = 5. After marking these numeric representations for all 262 surveys, we inserted the data into a Microsoft Excel file. We established a codebook with abbreviated variable names signifying the construct in which they were assigned. We ran frequency distributions for all variables to check whether any outputs produced suspicious results. In total, there were two data entry errors, which we remedied by retrieving the original surveys and replacing the values with correct scores. We generated a correlation matrix to assess bivariate relationships. We examined any variables producing a correlation above 0.8 indicating potential multicollinearity; we found no such relationships. We then checked the assumption that the data were multivariate normally distributed, which was violated ($H(2772.958) = .001$, $p < .001$). This meant that our data analysis should only include statistical procedures that do not have this distributional assumption. Additionally, we removed 16 respondents who incorrectly answered the quality control questions on the pilot survey.

X. Preliminary Data Analysis

Exploratory Factor Analysis (EFA) is a statistical procedure that explores underlying structures of inter-correlated variables (Warner, 2008). We used EFA as a data reduction technique to identify the variables that accounted for the most variance in each factor. We used the data from the pilot study discussed previously for this analysis (n=246).

We used principal axis factoring (PAF) in the pilot study because the data violated the assumption of multivariate normal distribution ($H(2772.958) = .001$, $p < .001$). PAF also served as the best extraction method for this study because it examines both shared variance and error variance, while finding those observed

© 2018 Global Journals

variables that are related by some unobservable (latent) variable. Moreover, promax rotation was used so that each variable produced only one high loading under its most proportionate factor, rather than under multiple factors. Promax rotations allow factors to correlate, which is expected in the social sciences.

After extraction of the factors, we checked for internal consistency among the items (Singleton & Straits, 2010, p.136). A Cronbach's alpha coefficient of above 0.70 indicated an acceptable level of reliability of constructed scales (Grau, 2012).

XI. Factor Analysis and Reliability Analysis Results

a) First model

Before running the Exploratory Factor Analysis (EFA), we checked for key assumptions. We examined the correlation matrix, which produced several coefficients meeting the 0.30 factorability assumption for EFA (Williams, Onsman, & Brown, 2010, p.5). We also ran KMO and Bartlett's Test of Sphericity, which are measures of sampling adequacy. The KMO test computed a sampling adequacy of 0.776 suggesting factorability. Bartlett's Test of Sphericity came out significant (χ^2 (3738.2) = .001, $p < .05$). This indicated that the variables/items were correlated and did not produce an identity matrix. The model indicated 13 factors -13 eigenvalues greater than 1.0- and the cumulative variance explanation for the model was 49%. The first three factors had the most proportionate variance with a cumulative value of 6%. The scree plot, however, indicated five potential factors, as did the pattern matrix. This is interesting because initially the instrument was created using five constructs which served as the number of factors we anticipated retaining. Yet, an additional sixth factor was chosen because five cultural knowledge variables had high factor loadings. We reran the factor analysis again after eliminating remaining variables beyond six factors in the pattern matrix.

b) Second model

After elimination, the number of variables/items dropped from 48 to 30. The correlation matrix met the 0.30 factorability and the KMO test computed a sampling adequacy of 0.785 - a slight increase from the first EFA model. Bartlett's Test of Sphericity retained significance at (χ^2 (2582.3) = .001, $p < .05$). This analysis resulted in eight eigenvalues greater than 1.0 indicating a possibility of eight factors. This was an improvement over the first model as it indicates a consolidation of themes. However, the cumulative amount of variance explained by the second model, at 49%, did not change from the first model. The proportionate variance in the first and second factor however each explained 9 percent of the model, higher than their variance explanation in the previous model. The scree plot indicated four to five possible factors. The five cultural knowledge variables appeared in the same exact factors in the pattern matrix as in the first model. We decided not to identify the cultural knowledge variables as a factor because we concluded that the questions did not sufficiently represent a cultural knowledge construct even though these variables produced high loadings. Variable "How often do you think about your religion?" was removed because of low communality and "How much contact have you had with people from cultural backgrounds other than your own prior to coming to this university?" was removed because it had a low factor loading.

c) Final model

A final analysis was performed with the remaining 23 variables. The correlation matrix once again met the .30 factorability, and the KMO test came out to .814, a four percent increase from the previous KMO test. Bartlett's Test of Sphericity computed to (χ^2 (1765.7) = .001, $p < .05$). Overall, the third model proved to be more statistically robust than the others, with the exception that the cumulative amount of variance explained by the model dropped to 44%. This was expected since the cultural knowledge variables, which had high coefficients and commonalties, were withdrawn. The proportionate variance in the first three factors is the highest variance explanations of all three models, cumulatively explaining 32 percent of the model. Figure 1 visually depicts the five eigenvalues greater than 1.0 with the curve changing direction at the fourth or fifth factors. This convergence indicates that the model is more parsimonious and also more in line with the number of factors we intended to retain.

The factor structure for the first 4 factors was strong and indicated a final solution.

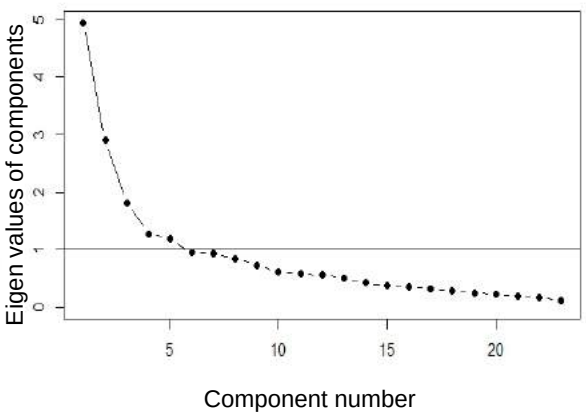


Figure 1: Scree Plot for Final Model (N=246)

© 2018 Global Journals

Table 1: Factor Loadings

Survey Items	Cultural Skill	Cultural Sensitivity	Identity Awareness	Cultural Encounter
How often have you socialized				
With a student from a cultural				
Background different from your				
Own?				0.736
How often have you socialized				
With a student of a sexual				
Orientation different from your				
Own?*				0.427
How often have you socialized				
with a student from a religious				
Back ground different from your				
Own?				0.574
How often have you socialized				
with a student with a				
Disability?*				0.528
How much contact have you had				
With people from cultural				
Backgrounds other than your				
own while at this				
University?				0.527
How often do you think about				
Your culture?			0.561	
How often do you think about				
your gender?			0.796	
How often do you think about				
Your sexual identity?			0.680	
How often do you think about				
Your socioeconomic				
Status?			0.596	
How often do you think about				
Your age?*			0.417	
How often do you think about your first language(s)?			0.612	
A diverse student body is important for my university.*		0.728		
It is important for my university to have students from a variety of socioeconomic backgrounds.*		0.897		
My university should proactively recruit a culturally diverse student body.		0.762		
It is important for my university				
to make accommodations for				
Students with disabilities.		0.328		
It is important for my university to have students of differing sexual orientations.*		0.648		
I am aware of cultures other than my own groups	0.490			
I am comfortable discussing cultural issues with other students.	0.563			
I am accepting of students from cultural backgrounds different from my own	0.617			

(Table continued over)

© 2018 Global Journals

I feel my beliefs are threatened when I'm surrounded by students with cultural backgrounds different from my own.	0.601			
I respect the decisions made by other students when they are influenced by their cultural backgrounds, even if I disagree.	0.426			
How would you rate your ability to work cooperatively with students from cultural backgrounds different from your own?*	0.761			
It is challenging for me to interact with students from different cultural backgrounds than my own.	0.629			

*Note. * Indicates a variable kept in the model, despite low communality or factor deviation.*

However, the fifth factor carried only one factor loading, which belonged to "How often have you socialized with a student of a sexual orientation different from your own?" As a result, we produced another matrix was which presented factors fixed at four. This matrix, presented in Table 1, served as the final EFA model for the analysis. The final pattern matrix indicated a 4- factor solution consistent with four of the five constructs we initially expected to retain: cultural sensitivity, cultural encounter, cultural skill, and identity awareness. Most of the cultural knowledge variables were eliminated during the process, because of a failure to theoretically assess the concept accurately. However, the other four constructs are reasonably represented in the model[1].

XII. Reliability Analysis

A reliability analysis was run to examine the Cronbach's Alpha of each construct presented in the final EFA model. Each scale met the .70 coefficient criterion, with cultural encounter having the lowest coefficient at .71 and cultural sensitivity having the highest coefficient at .81. We estimated alpha coefficients given the chance that each variable was removed. Any variable that weakly contributed to their corresponding factor was detected, allowing us to decide whether the variable should be ultimately removed or kept in the scale.

[1] One issue with the final factor pattern matrix is that six variables resulted with communalities below 0.30. Since these variables produced loadings above 0.45, we decided to retain them. Reliability analysis indicated that these variables did not lower Cronbach's Alpha

© 2018 Global Journals

Table 2: Cultural Competence Scales and Results from Reliability Analysis

Cultural Encounter (Cronbach's Alpha: 0.71)
How often have you socialized with a student from a cultural background different from your own?
How often have you socialized with a student of a sexual orientation different from your own?
How often have you socialized with a student from a religious background different from your own?
How often have you socialized with a student with a disability?
How much contact have you had with people from cultural backgrounds other than your own while at this university?
Identity Awareness (Cronbach's Alpha: 0.78)
How often do you think about your culture?
How often do you think about your gender?
How often do you think about your sexual identity?
How often do you think about your socioeconomic status?
How often do you think about your age?
How often do you think about your first language(s)?
Cultural Skill (Cronbach's Alpha: 0.77)
I am aware of cultures other than my own groups.
I feel my beliefs are threatened when I'm surrounded by students with cultural backgrounds different from my own.
I respect the decisions made by other students when they are influenced by their cultural backgrounds, even if I disagree.
I am comfortable discussing cultural issues with other students.
It is challenging for me to interact with students from different cultural backgrounds than my own.
How would you rate your ability to work cooperatively with students from cultural backgrounds different from your own?
I am accepting of students from cultural backgrounds different from my own.
Cultural Sensitivity (Cronbach's Alpha: 0.81)
A diverse student body is important for my university.
It is important for my university to have students from a variety of socioeconomic backgrounds.
My university should proactively recruit a culturally diverse student body.
It is important for my university to make accommodations for students with disabilities.
It is important for my university to have students of differing sexual orientations.

XIII. Surveying the First Longitudinal Wave

a) *Building the final survey*

Our final survey consisted of 27 items. Twenty-three of these items derived from the IAPCC model and survived numerous statistical analyses to provide evidence of validity. One item approved in the final EFA model, student age, was not included in the survey because it measured a cultural unit which we decided to assess instead in a qualitative assessment. Another item related to disability accommodations that weakly contributed to its corresponding scale as evident from the reliability analysis was removed. Three items were added to the survey were demographic variables that assessed students' primary campus community, initial geographic setting, and membership with the LGBTQIA community. Two survey items were quality control questions. The final item asked respondents whether they were interested in participating in a future focus group opportunity. Table 3 contains the data definitions for the final survey.

XIV. Instrumentation

After the preliminary analyses of the pilot data were completed, we worked with the Office of Student Diversity and Inclusion (SDI) to survey samples of the Fall 2014 student orientation. The event had approximately 5,100 FTIC students (42% White, 37.6% Hispanic, 16.1% Black, 4.3% Other) registered to attend Texas State University during the Fall 2014 semester (Office of Institutional Research, 2014). For the event, fifteen associates were responsible for accommodating between 300 to 500 students every three hours, three times a day. The orientation was a three-day event. Throughout the daily sessions, we had SDI associates randomly administer our surveys amongst their groups. All students were situated in an auditorium and asked to complete the survey prior to engaging in orientation events. Overall we managed to capture 29 percent of the population. The sample was representative of the incoming class of students.

© 2018 Global Journals

Table 3: Data Definitions for Final Survey

Variable	Construct	Measure
CE01	Cultural	How often have you socialized with a student from a cultural background different from your own?
CE02	Cultural	How often have you socialized with a student of a sexual orientation different from your own?
CE03	Cultural	How often have you socialized with a student from a religious background different from your own?
CE04	Cultural	How often have you socialized with a student with adisability?
CE05	Cultural	How much contact have you had with people from cultural backgrounds other than your own while at this university?
IA01	Identity	How often do you thinka bout your culture?
IA02	Identity	How often do you think about your gender?
IA03	Identity	How often doyou think about your sexual identity?
IA04	Identity	How often do you think about your socio economic status?
IA05	Identity	How often do you think about your first language (s)?
CSK01	Cultural	lama ware of culture so the than yown groups.
CSK02	Cultural	I feel my beliefs are threatened when I'm surrounded by students with cultural backgrounds different from my own.
CSK03	Cultural	I respect the decisions made by other students when they are influenced by their cultural backgrounds, even if I disagree.
CSK04	Cultural	I am comfortable discussing cultural issues with other students.
CSK05	Cultural	It is challenging for me to interact with students from different cultural backgrounds than my own.
CSK06	Cultural	How would you rate your ability to work cooperatively with students from cultural backgrounds different from your own?
CSK07	Cultural	I am accepting of students from cultural backgrounds different from my own.
CS01	Cultural	Adiverse student body is important for my university.
CS02	Cultural	It is important for my university to have students from a variety of socioeconomic backgrounds.
CS03	Cultural	My university should proactively recruit a culturally diverse student body.
CS04	Cultural	It is important for my university to have students of differing sexual orientations.
QC01	Quality	Forquality control purposes, please circleb.
QC02	Quality	Forquality control purposes, please circlee.
CAMP	Campus	What is your primary campus community?
SET	Setting	What setting did you spend most of your life in befor ecomingto
LGBTQ	LGBTQ	Are you a member of the LGBTQ?
FGROUP	Focus	Would you like to be contacted about our future focus group

a) Confirmatory Factor Analysis

We ran a confirmatory factor analysis on our instrument using data collected in fall of 2014 from the first cohort. We also ran another set of reliability analyses to check the scales with the new data. The results were generally the same as in the pilot analysis, with exception of identity awareness, which increased from .78 to .79, and cultural skill, which decreased from .78 to .73.

We performed confirmatory factor analysis on the first cohort data from fall 2014. Suhr (2006) defines CFA as "a statistical technique used to verify the factor structure of a set of observed variables" (p. 1). The procedure is a structural equation model (SEM) that tests the linear relationship between observed variables and their assigned factors (Reinard, 2006). We used the root mean square error of approximation (RMSEA), which assesses model fit based on degrees of freedom and number of factors (Steiger & Lind, 1980). We also used the comparative fit index (CFI) to assess fit. A CFI value above .96 is an indication of good fit (Yu & Muthen, 2002).

The CFA confirms whether the factors developed by the pilot EFA model was sufficient. We performed the CFA on the data (n=1188) using the robust weighted least squares (WLSMV) estimator which best interprets CFA models with categorical variables. The chi- square goodness of fit of (χ^2 (810.722) = .001) indicated poor fit. Hu and Bentler (1998) suggested that the chi-square goodness of fit index is affected by sample size. In other words, the larger the sample, the more likely the chi-square goodness of fit test will be rejected, which is an indication of poor fit (that is the null states the observed data is equal to the hypothesized model). For this reason, other fit indices are often reported. The first of these is the RMSEA, which was .051 with a 90 percent confidence interval between 0.050 and 0.058. The RMSEA was discussed earlier and is a measure of absolute fit. Models with RMSEAs below 0.5 show excellent fit and below .8 show adequate fit.

© 2018 Global Journals

The CFI provided evidence of good fit at .962. All of these affirm the verification of the factor structure of the twenty-three observed variables.

Only two variables had variance explanations lower than 30 percent, including "I feel my beliefs are threatened when I'm surrounded by students with cultural backgrounds different from my own" and "It is challenging for me to interact with students from different cultural backgrounds than my own." As result, the factor loadings for each variable were the lowest in the model. Cultural sensitivity explained the most amount of variance at 75 percent, with cultural encounter explaining approximately 53 percent. Cultural skill had a variance of 47 percent and identity awareness had a variance of 34 percent. Figure 2 shows a path diagram of the factor inter- correlation coefficients and standardized item variances and factor loadings. Note that the highest inter-correlation is associated between cultural sensitivity and cultural skill, with a coefficient of .726. Though this association does not infer causality, it may imply that individuals who are culturally sensitive to others' cultural backgrounds will have higher levels of cultural skill, meaning they are more likely to act on this sensitivity.

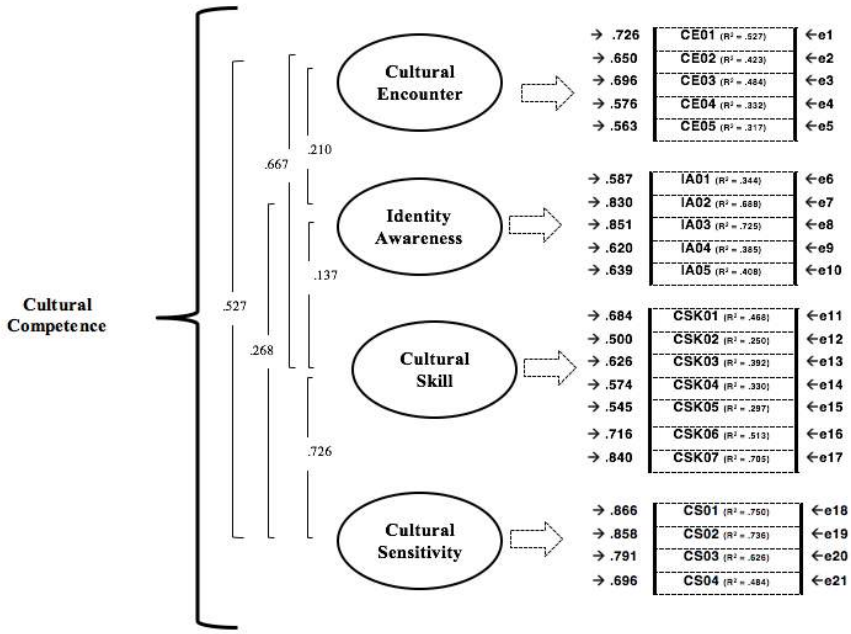


Figure 2: Confirmatory Factor Analysis Path Model(Items listed in Table 3)

XV. Limitations and Lessons

Our pilot testing revealed that initially we needed to include more cultural attributes in the survey. We initially included questions pertaining to disability, religion, and romantic involvement, but these items were affecting the factor structures in the exploratory factor analysis. We decided to use these items in our qualitative focus groups instead at a later stage in the longitudinal research study. Thus, these attributes are not included in the final survey. This could be a limitation if others utilized only the survey without corresponding qualitative measures. In Echeverri et al.'s (2010) analysis of the CCCQ, the cultural competence constructs were interpreted as domains, meaning the factors loadings in the EFA actually defined the cultural unit of which they measured. These cultural units were considered latent variables, and as result, these latent variables were then assigned to one of the cultural competence domains. This allowed for more factors to be populated throughout the matrix.

Perhaps more variables would have been usable for our survey had we took this approach.

Another constraint of the initial survey was that it did ask students about their desire and willingness to join or participate in multicultural events or groups. We do include this on the wave one post-survey, but not on the baseline instrument. The lack of survey assessments that actually measured cultural desire inhibited me from creating and developing questions pertaining to the construct; however, we acknowledge realize now that the importance of the construct seems most applicable in academic research as opposed to heath research.

Having focused on diversity at a Hispanic Serving Institution, our survey instrument is statistically reliable and valid. Results to date indicate that more should be done to produce a more cohesive conceptual framework for cultural competence. Because this is the first research examination of the IAPCC construct as a FTIC student assessment, the findings in this study serve to initiate discussion about the conceptual

© 2018 Global Journals

credibility of this framework, which can ultimately assist in improving the instrument even more.

References Références Referencias

1. Campinha-Bacote, J. (2002). The process of cultural competence in the delivery of healthcare services: A model of care. *Journal of Transcultural Nursing: Official Journal of the Transcultural Nursing Society*. *13*(3),181–184.
2. Castellanos, J., Gloria, A. M., Mayorga, M., & Salas, C. (2008). Student affairs professionals' self-report of multicultural competence: Understanding awareness, knowledge, and skills. *NASPA Journal*, *44*(4), 643-663.
3. Cheng, D. X., & Zhao, C. M. (2006). Cultivating multicultural competence through active participation: Extracurricular activities and multicultural learning. *NASPA Journal*, *43*(4), 13-38.
4. D'Andrea, M., Daniels, J., & Heck, R. (1991). Evaluating the impact of multicultural counseling training. *Journal of Counseling and Development*, *70*(1), 143-150.
5. Echeverri M., Brookover C., & Kennedy K. (2010). Nine constructs of cultural competence for curriculum development. *American Journal of Pharmaceutical Education, 74*(10), 1-12.
6. Grau, E. (2012). *Using factor analysis and Cronbach's alpha to ascertain relationships between questions of a dietary behavior questionnaire*. Princeton, NJ: Mathematica Policy Research.
7. Haack, S., & Phillips, C. (2012). Teaching cultural competency through a pharmacy skills and applications course series. *American Journal of Pharmaceutical Education, 76*(2), 1-7.
8. Hu, L., & Bentler, P. M. (1998). Fit indices in covariance structure modeling: Sensitivity to under parameterized model misspecification. *Psychological Methods*, *3*(4), 424-453.
9. Hurtado, S., Engberg, M. E., Ponjuan, L., & Landreman, L. (2002). Students' precollege preparation for participation in a diverse democracy. *Research in Higher Education, 43*(2),163-186.
10. King, P. M., & Howard-Hamilton, M. (2003). An assessment of multicultural competence. *Naspa Journal*, *40*(2), 119-133.
11. Krumrei-Mancuso, E., Newton, F.B., Kim, E., & Wilcox, D. (2013). Psychosocial factors predicting first-year college student success. *Journal of College Student Development, 54*(3), 247–266. doi:10.1353/csd. 2013.0034
12. Mallow, A., & Cameron-Kelly, D. (2006). Unraveling the layers of cultural competence: Exploring the meaning of meta-cultural competence in the therapeutic community. *Journal of Ethnicity in Substance Abuse*, *5*(3), 63-74. doi:10.1300/J233v05n03_04.
13. Office of Academic Planning and Assessment (OAPA). (2001). *Preparing College Students for a Diverse Democracy Selected Results from a Survey of Fall 2000 Entering First-Year Students*. Massachusetts: UMASS Amherst.
14. Office of Institutional Research (2014). Texas State University.
15. Pascarella, E. T. (2006). How college affects students: Ten directions for future research.
16. *Journal of College Student Development, 47*(5), 508-520. doi:10.1353/csd.2006.0060 Pettus, A. M., & Allain, V. A. (1999). Using a questionnaire to assess prospective teachers' attitudes toward multicultural education issues. *Education*, *119*(4), 651-657.
17. Pope, R. L., & Reynolds, A. L. (1997). Student affairs core competencies: Integrating multicultural awareness, knowledge, and skills. *Journal of College Student Development*, *38*(3), 266-277.
18. Pope, R. L., Mueller, J. A., & Reynolds, A. L. (2009). Looking back and moving forward: Future directions for diversity research in student affairs. *Journal of College Student Development, 50*(6), 640-658. doi:10.1353.csd.0.0097.
19. The Regional Consortium for Multicultural Education. (2007). The Campus Diversity Survey.
20. Retrieved from Preparing College Students for a Diverse Democracy.
21. Reinard, J.C. (2006). *Communication Research Statistics*. Fullerton, CA: Sage Publications. Singleton, R. A., & Straits, B. (2009). *Approaches to social research*. New York, NY: Oxford University Press.
22. Smith, P. M., & Torrey, B. B. (1996) The future of the behavioral and social sciences.
23. *Science, 271*(5249), 611-612. doi:10.1126/science.271.5249.611.
24. Steiger, J. H., & Lind, J. (1980). Statistically-based tests for the number of common factors. Paper presented at the annual spring meeting of the Psychometric Society, Iowa City.
25. Suarez-Balacazar, Y., Balacazar, F., Taylor-Ritzler, T., Portillo, N., Rodakowsk, J., Garcia-Ramirez, M., & Willis, C. (2011). Development and validation of the cultural competence assessment instrument: A factorial analysis. *Journal of Rehabilitation. 77* (1), 4-13.
26. Suhr, D. D. (2006). *Exploratory or confirmatory factor analysis* (Statistics and Data Analysis Paper 200-31). Retrieved from http://citeseerx. ist.psu.edu/viewdoc/summary?doi=10.1.1.176.840#?
27. Thompson, J. A. (2008). *Transformation within college students participating in a cultural awareness program: Perceptions of becoming culturally competent* (Unpublished doctoral dissertation). Virginia Tech, VA.
28. Umbach, P. D., & Milem, J. F. (2004). Applying Holland's typology to the study of differences in

© 2018 Global Journals

student views about diversity. *Research in Higher Education*, *45*(6), 625–649.
29. Warner, R. M. (2008). *Applied statistics: From bivariate through multivariate techniques*. Los Angeles, CA: Sage Publications.
30. Williams, B., Onsman, A., & Brown, T. (2010). Exploratory factor analysis: A five-step guide for novices. *Journal of Emergency Primary Health Care (JEPHC), 8*(3), 1-13.
31. Yu, C. & Muthen, B. (2002, April). Evaluation of model fit indices for latent variable models with categorical and continuous outcomes. Paper presented at the Annual meeting of the American Educational Research Association, New Orleans, LA.

© 2018 Global Journals

Global Journal of human-social science: H Interdisciplinary
Volume 18 Issue 3 Version 1.0 Year 2018
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-460x & Print ISSN: 0975-587X

Using the Nine-Consciousness Concept of Vijñānavāda in Moral Judgment

By Jen-Sheng, Liao & Wen-Cheng, Huang
Feng-Chia University

Abstract- *Amalavijñāna* has often been interpreted as an attempt to forge links between Yogacara and Tathāgatagarbha thought—that is, to synthesize the two major strands of Chinese Mahayana Buddhist doctrine (Mahayana and Vijñānavāda).

In this article, *amalavijñāna* is used to build a nine-consciousness model that relates to an understanding of consciousness itself from the Vijñānavāda perspective. The nine-consciousness model comprises the first five consciousnesses (seeing, hearing, smell, taste, and bodily sensation), the conscious mind, the manas, the *ālayavijñāna*, and the *amalavijñāna*. Herein it will be explained how the nine-consciousness model can increase our understanding of ethical decision-making and develop a perspective that can facilitate enlightenment.

The nine-consciousness model can distinguish judgment from moral judgment, explain the intuition source, integrate cognitive and emotional influences, interpret the reasons of moral failure and postulate how emotions and cognition work together.

Keywords: *amalavijñāna, consciousness, ethical decision, manas, vijñānavāda.*

GJHSS-H Classification: *FOR Code: 190499, 220499*



Strictly as per the compliance and regulations of:



© 2018. Jen-Sheng, Liao & Wen-Cheng, Huang. This is a research/review paper, distributed under the terms of the Creative Commons Attribution-Noncommercial 3.0 Unported License http://creativecom-mons.org/licenses/by-nc/3.0/), permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

Using the Nine-Consciousness Concept of Vijñānavāda in Moral Judgment

Jen-Sheng, Liao [α] & Wen-Cheng, Huang [σ]

Abstract- ***Amalavijñāna*** has often been interpreted as an attempt to forge links between Yogacara and Tathāgatagarbha thought—that is, to synthesize the two major strands of Chinese Mahayana Buddhist doctrine (Mahayana and Vijñānavāda).

In this article, ***amalavijñāna*** is used to build a nine-consciousness model that relates to an understanding of consciousness itself from the Vijñānavāda perspective. The nine-consciousness model comprises the first five consciousnesses (seeing, hearing, smell, taste, and bodily sensation), the conscious mind, the ***manas***, the ***ālayavijñāna***, and the ***amalavijñāna***. Herein it will be explained how the nine-consciousness model can increase our understanding of ethical decision-making and develop a perspective that can facilitate enlightenment.

The nine-consciousness model can distinguish judgment from moral judgment, explain the intuition source, integrate cognitive and emotional influences, interpret the reasons of moral failure and postulate how emotions and cognition work together. Considering that the nine-consciousness model comprehensively describes decision processes that take place in the mind, it not only provides a guideline for moral judgment but is also helpful in instructing and teaching mindfulness.

Keywords: amalavijñāna, consciousness, ethical decision, manas, vijñānavāda.

I. Introduction

a) Background

The *Shiba kong lun* (十八空論, or *Treatise on Eighteen [Kinds of] Emptiness*) states:

> Question: …given that there is no impurity by essential nature, there should also be no purity by essential nature. How can it be ascertained that the dharma-realm is neither pure nor impure?
> Answer: Amalavijñāna is the aboriginal pure mind. It is only because it is tainted by adventitious dirt that we speak of it as impure; because of adventitious dirt, we establish that it is impure.

This means that if people have neither impure nor pure selves, how can they judge what is evil or good in the universe? The answer is that people have *amalavijñāna* to discern right from wrong and good from evil.

Author α: PhD, Program of Business, College of Business, Feng-Chia University. No. 100, Wenhwa Rd., Seatwen Dist., Taichung City, Taiwan 40724. e-mail: jenshengliao@yahoo.com.tw
Correspondence Author σ: Associate Professor. Providence University. No. 200, Sec. 7, Taiwan Boulevard, Shalu Dist., Taichung City 43301 Taiwan. e-mail: uchuang@gm.pu.edu.tw

Vijñānavāda is a mainstream school of Chinese Mahāyāna Buddhism (Kaag 2012). According to the *Concise Oxford Dictionary of World Religion*, Vijñānavāda is an alternative name for the Yogācāra school. The name Vijñānavāda emphasizes its adherents' interest in the workings of consciousness (*vijñāna*) and its role in creating the experience of *saṃsāra*. In the Vijñānavāda tradition, conceptual knowledge appears at the level of mental consciousness (the sixth consciousness), which is determined by the *manas* (the seventh consciousness). The *manas* is seen as a process of subliminal thought that organizes data from the six consciousnesses into the experience of a meaningful world (Harvey, 2013). It is the basis for both correct judgments and misperceptions of reality (Harvey, 2013, p. 131). Because the *manas* obscures a person's true nature with the ego or "I" (Clark, 2011), it is responsible for the errors perpetrated by the individual self (Nedu, 2015). Such errors also characterize any form of conceptual knowledge that appears at the level of mental consciousness. Thus, the theory accounting for the conditioning of decision-making finds that it stems from two factors. On the one hand, decision-making is conditioned by the *manas* of individuality; on the other hand, it is conditioned by the seeds existing within the ***ālayavijñāna*** (the eighth consciousness) (Nedu, 2015). The ethical decision-making (EDM) process has been widely discussed by practitioners using various approaches, such as the rationalist and the intuition frameworks (Haidt, 2001; Jones, 1991; Rest, 1986; Sonenshein, 2007). However, theoretical and empirical studies are presently being conducted without an understanding of or interest in metaphysics and philosophy (Williams &Gantt, 2009). The absence of a well-developed theoretical methodological foundation has given rise to various challenges within this field, such as the lack of a standardized research method that enables scholars to present consistent findings (Pan &Spark, 2012) and the inability to account for complex neurocognitive-affective variables (Schwartz, 2016).

b) Objectives

Vijñānavāda originated in India and developed in a Chinese cultural context that produced and explored many practices of consciousness through the systematic training of attention. In contrast, the dominant methods of investigating the mind in Western cognitive science have emphasized observation of the brain and behavior (Davis, 1983).

© 2018 Global Journals

Because much of the understanding and practice of ethics in the psychology of perception and action arose from dialogue with Buddhist traditions (Finnigan, 2011; Harvey, 2000), we lay the groundwork for EDM cognitive science by using the psychology framework of the Vijñānavāda school—the Nine Consciousnesses—as a lens to examine contemporary cognitive science conceptions of consciousness. At the same time, understanding the conceptual frameworks of the Buddhist teachings can help scientists refine the theoretical frameworks they bring to research on meditation and consciousness.

Our aim, however, is not to give an historical account of what these concepts meant at any point in the development of Buddhist thought, and we make no claim that anyone in the Buddhist tradition, early or late, actually understood this model in the way we suggest. Furthermore, we do not treat these battles as occurring within a different Buddhist school, but rather focus only on the central, basic accounts of the Vijñānavāda.

c) Contribution to the field

This nine-consciousness model is explored here as a potential theoretical resource that can guide insight, knowledge, and enlightenment. This article shows how the nine-consciousness model can increase our understanding of EDM and develop a perspective that can facilitate enlightenment. When due consideration is made for the action and intention that happen in the mind, however, it is clear that these investigations represent the transformation of consciousness into wisdom.

II. Literature Review

a) Types of ethics and moral judgment

Several types of ethics have been defended by philosophers and theologians, including utilitarian ethics, virtue ethics, and value ethics (Barbour, 2014). *Utilitarian Ethics* asserts that decisions are judged entirely by their consequences, not by intentions, motives, rights, or duties. One such criterion is the principle of "the greatest good to the greatest number," maximizing the total good. *Virtue Ethics* has been influential in considering ethics within a family, church, synagogue, or community. Character education occurs within particular religious or secular traditions. *Value Ethics* is a broad goal sought in individual and social life. Values can be defended on either religious or secular grounds and then applied as shared criteria in policy choices. Value can be individual values (food and health, meaningful work, personal fulfillment), social values (social justice, participatory freedom, economic development), or environmental values (resource sustainability, environmental protection, respect for all forms of life (Barbour, 1993, 2014).

Ethical decision-making is defined as the evaluation of events, persons, or acts, according to the laws, obligatory virtues, and cultural norms that constitute the standards of the larger community (Haidt, 2001; Jones, 1991). Therefore, if one's judgment conflicts with or violates laws, virtues, or cultural norms, one would be said to making an immoral judgment. The paper will use the terms "ethical" and "moral" and "moral judgment" and "ethical decision-making" interchangeably.

There have been three general moral-judgment models in previous research: (a) rationalist-based; (b) non-rationalist-based; and (c) the integrated approach. Although rationalist approaches have tended to include a belief that intuition or emotion could play a role in EDM, they do not consider moral intuition to be a determination of moral judgment (Schwartz 2016). Non-rationalist approaches, on the other hand, do accept that moral intuition influences moral judgment (Haidt, 2001). Integrated approaches assert that there is a concurrent interaction between intuition (impulse) and reason (reflection) when making moral judgments (Schwartz, 2016).

b) Question regarding the rationalist approach

There has been experimental work on the rationalist approach, such as that of Kohlberg (1971) on cognitive moral development and that of Rest and Johns on the four distinct process components and moral intensity (John, 1991; Rest, 1986). Rest's four processes included moral awareness, judgment, intent, and behavior. Many recent many research efforts have focused on the relationship between moral judgment (i.e., judgments of moral and unethical acts), moral intention (i.e., the intention to do something that is moral or that is unethical), and moral actions (i.e., moral or immoral behavior).

While Singhapakdi, Rao, and Vitell (1996) and Singhapakdi, Vitell, and Kraft (1996) found that moral awareness was correlated with moral judgment, Valentine and Fleischman (2003) did not find such a correlation. Similarly, Fleischman and Valentine (2003) found that awareness was related to decision outcomes, and in a second paper they found little evidence of such a relationship (Fleischman and Valentine, 2003). Empirical findings also link moral judgment to moral intentions (Barnett, 2001). Wagner and Sanders (2001) linked moral intention with moral behavior.

As indicated by these research results, moral awareness may lead to moral decisions or it may not. Thus, one can wonder, is there any metaphysical reason to explain why the results of these empirical studies have been mixed?

c) Question regarding the non-rationalist approach

After decades of rationalist dominance under the auspices of a cognitivist paradigm (Kohlberg, 1971), moral psychology has undergone an emotional turn

© 2018 Global Journals

(Sauer, 2012). Studies on mental disorder and brain lesions suggest that emotions are critically necessary for moral judgment (Blair, Mitchell, and Blair, 2005; Koenigs et al., 2007). Evidence from neuroimaging suggests that an important part of moral cognition is shaped by automatic emotional reactions (Greene et al., 2001; Greene et al., 2004; Singer, 2005; Sauer, 2012). On top of that, recent studies have shown that we arrive at moral verdicts based on quick, often emotionally charged intuitions, rather than through controlled reasoning and conscious deliberation (Haidt, 2001; Uhlmann et al., 2009).

Emotional and intuitive processes are the kind of subsets of automatic processes. Empirically minded philosophers have thus taken the aforementioned findings to support a broadly sentimentalist account of moral judgment and cognition, and to provide the building blocks of an empirical refutation of rationalist models of moral judgment (Nichols, 2004; Prinz, 2007). These philosophers argue that moral judgments are not based on critical reflection and the proper weighing of reasons, but on uncontrolled, emotionally charged states of intuitive (dis)approval. One question raised here is about what specific emotion(s) can induce moral or immoral judgment.

d) Question regarding the dual-process model

It is now becoming increasingly popular to understand decision-making in terms of a dual-process model of cognition (Kahneman, 2003). Proponents of this model hold that judgment and behavior are based on two mental subsystems (often referred to as Systems I and II) that are different in at least four important respects and work upon entirely different principles (for an overview, see Evans, 2003, 2008). System I processes are said to be evolutionarily old (age), operate quickly and effortlessly (speed), their workings remain un- or pre-conscious (accessibility), and they process information holistically and often emotionally rapid (mode of function) as opposed to the evolutionarily recent, controlled, effortful, conscious, and analytical step-by-step reasoning characteristic of System II.

However, which of the two systems is responsible for moral judgment? Do these two systems work sequentially and distinctly, or at the same time?

e) Proposing a New Model

It seems that to a surprising extent, judgment formation and action are based on processes that remain largely unconscious (Wilson, 2002; Dijksterhuis, 2006). People often do not have access to what really drives their behavior (Wegner, 2002; Sie, 2009), and do not know what triggers a certain judgment or behavioral response (Nisbett and Wilson, 1977, 1978; Langer, Blank, and Chanowitz, 1978). However, the link between some individual factors, such as the philosophical orientation of a person and moral judgment, has been more conclusive. Idealism was found to influence ethical judgment (Davis, Johnson, and Ohmer, 1998; Elias, 2002; Kim, 2003). We propose the nine-consciousness model of Buddhist Vijñānavada to provide a deeper explanation of the complex press of moral judgment.

The middle era of Mahayanist Buddhism, which took place from about the third to the fifth century BC, was a period when another ancient Buddhist psychology, known as Vijñānavada (consciousness-only doctrine Buddhism), gained popularity. The concept of *alayavijñāna* and *amalavijñāna* in this type of Buddhist teaching is often compared to the idea of the unconscious in psychoanalysis (Kato, 2016). If we have a clearer idea of the conscious processes that can enable us to make ethical judgements, we can better prepare ourselves as individuals and can better work with others to develop our collective ethical expertise. Therefore, from the perspective of contemplation, we argue that the nine-consciousness model should be applied to current EDM theory.

III. Understanding the Nine Consciousnesses

a) Mind dharmas vs. dharmas that interact with the mind

In Buddhism, the six roots, six dusts and six consciousnesses (see Table 1) are very important parts of Buddhist cognitive philosophy (Chen and Lin, 2002). After adding the seventh consciousness (*manas*), the eighth consciousness (*alayavijñāna*), and the ninth consciousness (*amalavijñāna*), these nine conscious-nesses form a well-constructed cognitive model (Chen et al., 2002).

Yogacara posits 100 dharmas, which can be divided into five categories. According to Shastra on the Door to Understanding the Hundred Dharmas (大乘百法明門論), all dharmas may be generally grouped into five categories: 1. mind dharmas; 2. mind co-arising dharmas; 3. form dharmas; 4. mind non-co-arising dharmas; and 5. unconditioned dharmas. They are in this sequence because the first are supreme, the second interact with the first, the third are the shadows manifest by the previous two, the fourth are the positions in which the previous three are not found, and the last are revealed by the previous four. We mainly manipulate "mind dharma" (1) and "mind co-arising dharmas" (2) to construct the nine-consciousness model.

The first category, mind dharmas, is eight consciousnesses, which will be addressed later. The second category, mind co-arising dharmas, includes 51 dharmas. These 51 dharmas are further divided into six sub-categories: (1) the five universally interactive; (2) the five particular states; (3) the 11 wholesome; (4) the six fundamental afflictions; (5) the 20 derivative afflictions; and (6) the four unfixed (see Table 2).

© 2018 Global Journals

Table 1: The Nine Consciousnesses List (Berzin, 2006)

	Consciousness (six consciousness: from eye to mind)	Cognitive organs (six organs: from eye to body)	Physical Form (six dusts: from sight to thought)	Judgment	Dharmas interactive with the Mind
The first five consciousness (*Vedana* in the five aggregates)	Eye Consciousness	Eyes	Sights		Five universal active dharmas; five situation-specific dharmas; 11 wholesome dharmas; three primary vexations (greed, anger, stupidity); 10 derivative vexations 11
	Ear Consciousness	Ears	Sounds		
	Nose Consciousness	Nose	Smells		
	Tongue Consciousness	Tongue	Tastes		
	Body Consciousness	Body	Feeling		
Sixth consciousness (*Samjna* in the five aggregates)	The Mind Consciousness	Mind	Thought	Judgment, but not always	All
Seventh consciousness (*Samskara* in the five aggregates)	*Manas*	Mind	Self-grasping	Continuous judgment	Five universal active dharmas (discernment, greed,anger, ignorance, false views); eight derivative vexations
Eighth consciousness (*Vijnana* in the five aggregates)	*Alayavijnana*	Mind	Memory	Continuous non-judgment	Five universal active dharmas

Table 2: Fifty-one mind co-arising dharmas

		The first five consciousnesses	Sixth consciousness (mental consciousness)	Seventh consciousness (*manas*)	Eighth consciousness (*alayavijñana*)
The five universally interactive dharmas	Attention	o	o	o	o
	Contact	o	o	o	o
	Feeling	o	o	o	o
	Conception	o	o	o	o
	Volition	o	o	o	o
The five situation-specific dharmas	Desire	o	o		
	Resolution	o	o		
	Recollection	o	o		
	Samadhi	o	o		
	Discernment	o	o	o	
The 11 wholesome dharmas	Faith	o	o		
	Diligence	o	o		
	Conscience	o	o		
	Shame	o	o		
	Non-greed	o	o		
	Non- anger	o	o		
	Non-ignorance	o	o		

© 2018 Global Journals

	Serenity	o	o		
	Heedfulness	o	o		
	Equanimity	o	o		
	Non-harming	o	o		
The six primary vexations	Greed	o	o	o	
	Anger	o	o	o	
	Pride	o	o		
	Ignorance		o	o	
	Doubt		o		
	False views		o	o	
The 20 derivative vexations	resentment		o		
	Hatred		o		
	Rage		o		
	Concealment		o		
	Deceit		o		
	Guile		o		
	Conceit		o		
	Malice		o		
	Envy		o		
	Ungenerosity		o		
	Lack of conscience	o	o		
	Shamelessness	o	o		
	Lack of faith	o	o	o	
	Indolence	o	o	o	
	Indulgence	o	o	o	
	Torpor	o	o	o	
	Restlessness	o	o	o	
	Forgetfulness	o	o	o	
	Delusion	o	o	o	
	Distraction	o	o	o	
The four indeterminate dharmas	Sleep		o		
	Regret		o		
	Initial inspection		o		
	Sustained investigation		o		

b) The first five consciousnesses

The first five consciousnesses comprise the visual, auditory, olfactory, gustatory and tactile senses. These senses arise from the perceived division of the eighth consciousness. They can appear in any order or all at once, depending on the situation; for instance, an illness or shock can stop their operation. The first five consciousnesses interact with the 31 "mind co-arising dharmas" (see Table 2) and work in conjunction with the sixth consciousness, which processes their input to construct a mental picture of reality.

After perceptions from the first five consciousnesses are assimilated in the sixth consciousness, they are introduced into the seventh consciousness, which transfers them into the eighth as though the latter were a real "self." This continual process plants more karmic seeds in the eighth consciousness. None of the five perceptual

© 2018 Global Journals

consciousnesses contain the potential for making moral distinctions (Zim, 1995).

c) The sixth consciousness

Cognition and perception take place in the sixth consciousness (the mental consciousness), which has three moral natures (wholesome, unwholesome, and indeterminate). The sixth consciousness interacts with all 51 mind co-arising dharmas (Table 2). When the activity of the sixth consciousness is wholesome, it is accompanied by 11 wholesome dharmas; when its activity is unwholesome, the vexations arise in conjunction with it. Because the basic vexations (i.e., greed, anger, stupidity, arrogance, doubt, and improper views) are always involved in the sixth consciousness, it colors incoming sense data and interprets it as we desire (Clark, 2011). The sixth consciousness distinguishes between good and evil and makes moral determinations about the input of the preceding five consciousnesses.

d) The Seventh Consciousness

The seventh consciousness (*manas*) coordinates the thoughts and information received from the first six consciousnesses and is capable of reflecting, considering, and making judgements (Clark, 2011). It is important to note that the seventh consciousness obscures a person's true nature with the ego, or "I." This ego is not a real entity, but only a perishable element of the equally perishable act of cognition (Tola & Dragonetti, 2005). It represents a constant process of selection and choice of what is best for the self (Clark, 2008). Buddhists see the ego itself as the problem or obstacle in the path to enlightenment. Thus, it is also known as the defiling/transmitter consciousness because of the illusions it promotes. It defiles the first six consciousnesses by obscuring them with its concept of self, and defiles the eighth consciousness by attributing to it the characteristics of a real self that exists in space and time (Zim, 1995).

Manas was seen by the Yogācāras as a process of subliminal thought that organizes data from the first six consciousnesses into the experience of a meaningful world. It contains the basis both for correct judgments and for misperception of reality, and for both skillful and unskillful karma, which are generated by volitions accompanying the six consciousnesses. *Manas* and the six consciousnesses represent only the surface of the mind; they are devoid of purposive activity and only indistinctly aware of objects, being an underlying unconscious level of mind known as *ālayavijñāna*, the "storehouse consciousness."

e) The eighth consciousness

The eighth consciousness (*ālayavijñāna*) is the storehouse consciousness that is the basis of the seven preceding aspects of mind. The eighth consciousness is known as the repository of impressions, because from it arises all our ideas of self, ego, and their respective functions in the external world. The eighth consciousness is beyond the dualisms of subject and object or existence and non-existence (Tripitaka Master Xuanzang, 1998), and so it has no purposive activity and is unaware of objects. Because it does not make distinctions and is neither good nor bad, the eighth consciousness is said to have a state of equanimity. The eighth consciousness is the karmic storehouse that contains the seeds generated by our unenlightened actions. Although it does not create karma, the *ālayavijñāna* functions as the subject of retribution for past intended deeds. Among the great flood of seeds in the *ālayavijñāna*, these impregnating seeds are especially favorable potentials of wisdom in the stream of *dharmas.* These seeds form clusters that augment those already in our dharma stream and produce insight. The impregnating seeds are called the seeds of the *dharmakaya*, the true body of the Buddha (Clark, 2008).

f) The ninth consciousness

Paramartha's (**真諦**, 499–569) notion of consciousness, *amalavijñāna*, occupies an important place in the common understanding of the development of East Asian Buddhist thought. In particular, it is frequently linked to claims about the "sinification," or "making Chinese," of Buddhist ideas. It has also often been interpreted as an attempt to forge links between Yogacara and Tathāgatagarbha thought—that is, to bring about a synthesis between these two major strands of Mahayana Buddhist doctrine (Radich, 2008). The term *amalavijñāna*, in its original meaning, is "consciousness without taint." Yet, some modern scholars observe that Paramārtha tends, whether in its translation or commentaries, to interpret the connotation of *amalavijñāna* as containing some of the qualities of Tathāgatagarbha or being Tathāgatagarbha itself. Shi (2011) tried to analyze the conception of *amalavijñāna* according to Paramārtha's translations as well as the commentaries. He found, in works such as *Jueding zang lun* (**決定藏論**), *Zhuanshi lun* (**轉識論**), and *San wuxing lun* (**三無性論**), that the conception of *amalavijñāna* contains the meaning of "conversion of the basis" (*āśrayaparāvṛtti*) and the idea of "the non-conceptual awareness" (*nirvikalpajñāna*), which means consciousness and its objects are all vanished. The term also encompasses the meaning of a fundamentally pure mind (*prakṛtiviśuddhacitta*) in the *Shiba kong lun* (**十八空論**). According to these texts, Shi (2011) thought that Paramārtha, based on the doctrine of the Yogācāra, translated the "conversion of the basis" as *amalavijñāna* to mean the state of non-conceptual awareness when consciousness and its objects are all absent. In the

© 2018 Global Journals

Shiba kong lun, Paramārtha explained the emptiness (*śūynatā*) by referring to *amalavijñāna* as "fundamentally pure mind." In terms of the historical development of Buddhist texts, the usage of emptiness, explained as the idea of "the light and purity of the mind's nature" in the *Prajñāpāramitā Sūtra*, is no different from the thought of the Yogācāra school. Shi (2011) thus concluded that Paramārtha's use of the term *amalavijñāna* is similar to the thought of the Yogācāra school on this point.

g) Five aggregates

Buddhist psychology has a very long history. Its beginnings date back to the classification of the mind as the five aggregates laid down by Gautama Buddha about 2,500 years ago. Since at least the era of sectional (Abhidharma) Buddhism, this ancient Buddhist psychology has been the subject of professional study by monks, and it is still learned and practiced today, primarily in Theravada Buddhism (Kato, 2016).

The five aggregates (*skandhas*) are as follows: i) *rupa* (form or matter); ii) *vedana* (sensation or feeling); iii) *samjna* (perception); xi) *samskara* (mental formation or volition); and x) *vijnana* (consciousness) (Harvey, 2000; Boisvert, 1995). Vedana can be seen as the first of the five consciousnesses; *samjna* as the sixth consciousness; *samskara* as the seventh consciousness, and *vijnana* as the eighth consciousness (Chen and Lin, 2002).

IV. The Nine-Consciousness Model of EDM

a) Input process: From the first five consciousnesses to the eighth consciousness

The first five consciousnesses—those of the eye, ear, nose, tongue, and body—are posited on the basis of valid straightforward cognition solely by means of faculties of the bodily senses (Figure 1) (Zim, 1995). These five consciousnesses always arise together with the sixth consciousness. The sixth consciousness distinguishes all incoming data, using advanced analysis, induction, and other mental operations, based on the mental objects reflected by the states of the five sense objects. Because the sixth consciousness possesses the mental function of wisdom, it reduces sentient beings to a state of confusion. The sixth consciousness is then fed into the seventh consciousness (*manas*) together with all its sense data (Clark, 2008).

The seventh consciousness is constantly making judgments while clinging to the attributes of the eighth consciousness as its inner self. The eighth consciousness is the origin of all dharmas; being non-impeded and morally neutral, it stores all good, bad, and neutral karmic seeds. It receives the karma of each sentient being (Fan &Chou ,2016).

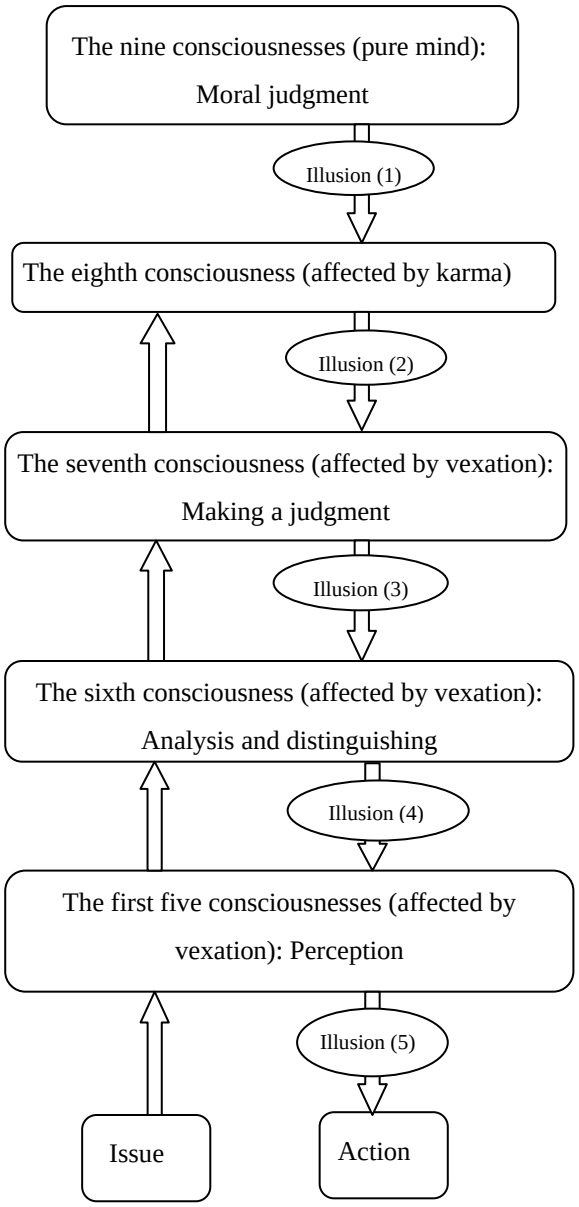


Figure 1: The nine-consciousness model: 1) Illusion source: upside-down minutely subtle thinking; 2) Illusion source: subtle and hidden; 3) Illusion source: Interconnectedness; 4) Illusion source: clarity; and 5) Illusion source: solidity.

b) Output processes

i. *Output processes: From the eighth to the first five consciousnesses*

The seventh consciousness is constantly evaluating, discriminating, and making judgments while clinging to the attributes of the eighth consciousness as its inner self. Conceptual knowledge and action-direction manifests in the sixth consciousness, which is determined by the seventh consciousness. Finally, physical action follows the demands of the mental consciousness.

© 2018 Global Journals

ii. *Karma and the dharmas*

- *Karma.* Karma is the result of our intentional actions. The consequences of these actions remain as seeds planted in the eighth consciousness. These seeds germinate over time and generate more seeds. The karmic process has three stages: 1) becoming deluded in the sixth consciousness, whose actions lead to activity and therefore to karma; 2) creating karma and planting seeds in the eighth consciousness (see Figure 1)—the ongoing cycle of life, death, and rebirth draws the eighth consciousness back into the six levels of existence; and 3) finally undergoing retribution as the germination of the karmic seeds (Tripitaka Master Xuanzang, 1998).
- *Dharmas.* Dharmas are basic interdependent patterns of lived experience within the overall flux of reality. Each dharma is a mental construct with a specific process that consists of a stream of momentary events. Dharmas arise as a consequence of our attachment to an illusory reality, and interact with all eight consciousnesses. According to the *Great Vehicle Hundred Dharmas* (**大乘百法明門論**), there are six fundamental afflictions (e.g., greed, anger, etc.) and 20 derivative afflictions (e.g., deceit, jealousy, torpor, lack of shame, etc.) that interact with and affect consciousness (Zim, 1995). Afflictions can be seen as emotions. Table 2 above lists each consciousness and its related afflictions.

iii. *The delusion source of each consciousness*

"Delusion" is defined by *Webster's Dictionary* as "a false conception and persistent belief unconquerable by reason in something that has no existence in fact." Haidt defined "rationalist delusion in ethics" as "the belief in a reliable faculty of reasoning, capable of operating effectively and impartially even when self interest, reputational concerns, and intergroup conflict pull toward a particular conclusion" (2012, p867). The *Shurangama Sutra* (**楞嚴經**) explains the delusions that give rise to each consciousness:

- The illusion source for eighth consciousness is *upside-down minutely subtle thinking.* The *Shurangama Sutra* stated:

If you do not open and unite your six sense faculties so that they function interchangeably, this false thinking will never cease. That's why your seeing, hearing, awareness, and knowing are presently strung together by subtle habits, so that within the profound clarity, existence and nonexistence are both unreal. This is the fifth kind of upside-down, minutely subtle thinking."

- The illusion source for the seventh consciousness is *subtle and hidden.* The *Shurangama Sutra* stated:

The metabolic processes never stop; they progress through subtle changes: your nails and hair grow, your energy wanes, and your skin becomes wrinkled. These processes continue day and night, and yet you never wake up to them.—Your formations *skandha* continues in thought after thought without cease. It is the fourth kind of false thinking, which is subtle and hidden.

- The illusion source for the sixth consciousness is *interconnectedness.* The *Shurangama Sutra* stated:
- When you are awake, your mind thinks. When you are asleep, you dream. Thus, your thinking is stirred to perceive false situations. This is the third kind of false thinking, which is characterized by interconnectedness.
- The illusion for the first five consciousnesses is *clarity.* The *Shurangama Sutra* stated:
- Due to that cause, feelings arise and affect your body, so that at present you pursue pleasant feelings and are repelled by unpleasant feelings. These two kinds of feelings that compel you are brought about by the second kind of false thinking, which is characterized by illusory clarity.
- The source of the illusion for the first five organs and six dusts is *solidity.* The Shurangama Sutra stated:

When you think of walking along a precipice, the soles of your feet tingle. Since the precipice doesn't exist and there isn't any vinegar, how could your mouth water at the mere mention of vinegar, if it were not the case that your body originated from falseness? Therefore, you should know that your present physical body is brought about by the first kind of false thinking, which is characterized by solidity.

V. Implications of the Nine-Consciousness Model for EDM

a) Judgment and moral judgment

The differences between the methodologies used in current theories of EDM versus the nine-consciousness model can be conceptualized by examining one critical difference: the function of judgment. Current EDM theories typically emphasize deliberative and analytical judgment (Zhong, 2011), although EDM will either be consciously available through effortful reasoning or unconsciously generated intuition (Haidt, 2001; Sonenshein, 2007). However, in the nine-consciousness model, the *manas* is consciously making a judgment (Nedu, 2015). The *manas* is the home of all thinking, willing, considering, and judging; it reasons, plans, and evaluates all aspects of human consciousness (Clark, 2011). Although the *manas* makes judgments, moral judgments are made by the *amalavijnana* because of its purity.

© 2018 Global Journals

b) Intuition

EDM theory describes intuition as a product of the evolutionary development of the human brain (Salvador & Folger, 2009) or as arising from the experience of practical knowledge (Haidt, 2001). In the nine-consciousness model, knowledge belonging to the seventh consciousness is a fallacy caused by its innate attachments. Because the seventh consciousness bases its decisions on relative, defiled knowledge drawn from the discernment, it is built on false assumptions that impart to it the four fundamental afflictions (greed, anger, doubt, and improper views) and eight subsidiary afflictions (e.g. laziness, distraction, and lack of faith). *Vijñānavāda* claims that all kind of experience, including knowledge, is mere ideation, devoid of any objective value. Concept knowledge appears at the level of the sixth consciousness, which, in its turn, is determined by the seventh consciousness (*manas*). Thus, the experiences of the operational consciousnesses are entirely subjective, because they are determined by the *manas*.

c) Integrating of Cognitive and Emotional Influences

Research in the past decade has highlighted the importance of the cognitive and emotional aspects of moral judgment. Unfortunately, some of the research contributions suggested or implied an either of perspective. The rationalists argued for the dominance of cognition while the intuitionist argued for the dominance of emotions.

When people face a moral dilemma and need to make a moral judgment, the eye collects data and the mental consciousness analyses the information. The *manas* deals immediately with all the imported data and makes a judgment. Mental consciousness then acts, obeying the decision of the *manas*. The *ālayavijñāna* will then possess all the seeds, gather the karmic maturation, and become the support for other consciousnesses (Nedu, 2015). Thus, the nine-consciousness model could form the basis for a criticism of current EDM theory as relying over-much on mental consciousness (i.e., the sixth consciousness). EDM holds that judgment relies on a rationalistic and deliberative process but suppresses the reactions of the *manas* or the *ālayavijñāna* in making moral decisions.

In this study EDM is analyzed as a sequential dual-process model. In such a model, the eight consciousnesses cooperate very quickly in shaping and regulating moral judgments and decisions. In evaluating moral consequences, it is important to note that deliberative decision-making does not always lead to negative outcomes. Rather, it depends on the nature of the *manas* as well as its inherent and defiled afflictions.

d) Interpreting the reasons of moral failure

Prior conceptualization of moral judgment explains moral failures in terms of failures of cognitive capability, moral awareness, or moral sensitivity. Monin, Pizzaro, and Beer (2007) argued that the contemporary model of moral judgment should permit an understanding of moral failures in cases where the individual knew what was right and wrong but did what was wrong anyway. When such moral failings occur, they are due to what is also called a failure of will-power, which is linked to emotional processes. The nine-consciousness model enables us to explore three possible sources of bad moral judgment: delusion, vexation, and karma.

- First, *delusion and vexation* could identify the decision-maker as a less salient aspect of a situation rather than being situations that need to be considered by a decision-maker. In such a case, a bad moral decision would be made because the emotional processes were not sufficiently trained to recognize and respond to the more salient aspects of a situation.
- Second, good emotions (wholesome dharmas—see Table 2 above) may well respond to the salient aspect of a situation, but do so in a suppressed manner. In other words, the emotions respond to the important salient issue in a situation but do so in a "flat" manner. For example, an individual who has broken the law several times may recognize the potential of being imprisoned as a salient risk, but his or her attitude concerning the issue might be one of deemphasizing the risk that is associated with a bad moral choice.
- Similarly, the karma process could be the cause of a bad moral judgment. For example, an individual might focus primarily on his/her own interests and goals and end up making bad moral judgments. Second, the focus on the cognitive aspect of a situation could result in the enforcement of moral rules that are disproportionate to the nature of a crime, its context, and the intent of the wrongdoer. In all these cases, bad moral judgments are caused by a disruption in the cognitive or emotional processes.

e) Postulating how emotions and cognition work together

Prior conceptualizations of moral judgment emphasized the dominance of cognition or emotions. Such approaches make it harder to investigate how emotions and cognition work together. The nine-consciousness model provides opportunities for one to propose a hypothesis of how such interactions may work. Warren and Smith-Crowe (2008) argue that there will be a shift in the mind of the individual and he/she will experience a shift in his/her moral awareness of what is wrong and what is right.

The nine-consciousness model enables one to understand what emotion might affect intuition (Table 2):

- For the first five consciousnesses, the vexations are greed, anger, stupidity, lack of shame, lack of

© 2018 Global Journals

remorse, restlessness, torpor, lack of faith, laziness, laxness, scatteredness, distraction, and improper knowledge.

- For mental consciousness (the sixth consciousness), the vexations are greed, anger, stupidity, arrogance, doubt, improper view, wrath, hatred, rage, covering, deceit, flattery, conceit, harming, jealousy, stinginess, lack of shame, lack remorse, restlessness, torpor, lack of faith, laziness, laxness, scatteredness, distraction, and improper knowledge.
- For the *manas* process, the vexations are greed, anger, arrogance, improper views, restlessness, torpor, lack of faith, laziness, laxness, scatteredness, distraction, and improper knowledge.

f) How to make a moral decision

As the *Shurangama Sutra* stated, "you should gain a thorough understanding of the origin of this false thinking …. Let them recognize this falseness and naturally give rise to deep disdain for it. Let them know of Nirvana so that they will not linger in the Triple Realm." In order for *amalavijñāna* to show up to judge good or evil, people should find and gain a thorough understanding of the origin of this illusion. We must recognize this falseness and naturally acquire a deep disdain for it, causing all those cultivators to know that the falseness of delusional thinking comes from ourselves. If we clearly understand its source and pattern, we become disgusted with it.

VI. Limitation and Suggestions

To ensure that this ECM is readable and easy to understand, we have based this paper on a basic concept of the Vijñānavāda school and do not explore whole esoteric doctrines. The current contribution of ECM does not mention how justice and well-being complement responses to human evil that arise from delusion. Furthermore, this model does not address how decision-makers, who often are not educated in Buddhist training, can acquire enough knowledge of Buddhist psychology to combine it with the experience and wisdom of their own traditions in order to be able to exercise moral and spiritual leadership in diminishing human evil and enhancing human good.

The Buddhist five-aggregates model parallels a number of distinctions drawn in cognitive science and therefore serves as a useful theoretical resource for developing a cross-cultural cognitive science of consciousness. In the future, combining the eight-consciousness and five-aggregates models can offer both a way to understand more precisely the roles of attention and consciousness, and to bridge the gap between moral judgment and moral action.

VII. Conclusion

We conceive of the discussion that we have undertaken here as one tentative step in a larger project of developing a cross-cultural cognitive science of Buddhist psychology and EDM. One way to build on our discussion would be to develop a cognitive science perspective on the Buddhist claim that moral judgment counteracts not only knowing by increasing awareness of presently arising stimuli but also counteracts knowing wrongly by attenuating the emotional distortions of attention and perception. In particular, building bridges between the nine-consciousness model and EDM can offer a way to understand more precisely the roles of emotion, illusion, and unconsciousness in moral judgment. Like the dual-process theory, a recent shift in EDM towards viewing intuition as a valuable object of scientific investigation (Braboszcz et al., 2010) reveals that the different levels of intuition that should be clearly separated (i.e., *manas*, *ālayavijñāna*, Buddha nature) are often confused due to a lack of understanding of Vijñānavāda.

As was noted in the introduction, these texts allow for multiple interpretations, and the conception of *Vijñānavāda* employed herein may not line up neatly with traditional interpretation thereof ascribed to by the Yogācāra school. We suggest that the proposed relation between the nine consciousnesses and moral judgment be treated as a testable hypothesis. For example, intuition from amalavijñāna is positive correlated with moral judgment; intuition from *ālayavijñāna* or *manas* is not positive correlated with moral judgment. Whatever values our model may present influence its ability to suggest fruitful directions for future work in the cross-cultural cognitive science of consciousness.

Considering that the nine-consciousness model comprehensively describes decision processes that take place in the mind, it not only provides a guideline for moral judgment but is also helpful in instructing and teaching mindfulness. To sum up, we have highlighted a future decision strategy that weighs both reason and intuition and stresses the importance of understanding the concept of emptiness and the eight consciousnesses.

References Références Referencias

1. Barbour, Ian G., Ethics in an age of technology: Gifford lectures, 1989–1991. Vol. 2. San Francisco: Harper San Francisco, 1993.
2. Barbour, Ian G., Zygon's dual mission, Zygon, 49(1), 2014, 81–94.
3. Barnett, Tim, Dimensions of moral intensity and moral decision making: An empirical study, Journal of Applied Social Psychology, 31(5), 2001 1038–1057.

© 2018 Global Journals

4. Berzin, A., Mind and mental Factors: The fifty-one types of subsidiary awareness. Berlin: The Berzin Archives, 2006.
5. Blair, James, Derek Mitchell, and Karina Blair, The psychopath: Emotion and the brain, Oxford: Blackwell, 2005.
6. Boisvert, Mathieu, The Five Aggregates Understanding Theravada Psychology and Soteriology, Ontario: Wilfrid Laurier University Press, 1995.
7. Bowker, John, Concise Oxford Dictionary of World Religion, Oxford: Oxford University Press, 2003.
8. Braboszcz, Claire, Hahusseau, Stephanie, and Delorme, Arnaud. (2010). Meditation and Neuroscience: from basic research to clinical practice. In Carlstedt, R. (Eds), Integrative Clinical Psychology, Psychiatry and Behavioral Medicine: Perspectives, Practices and Research. New York: Springer Publishing.
9. Chen, Chia-Chern, and Lin, Due-Jane., To find the acceptable definitions on the six roots, dusts and consciousnesses between Buddhism and scientific philosophy, Buddhism and Science, 3(1), 2002, 26-35.
10. Clark, Judith, The eighth consciousness of the Yogacara: From a talk given at the Buddhist society summer school, Middle Way, 83, 2008, 67–77.
11. Clark, Judith, The seeds of awakening: From a talk about the Yogachara, also known as the Vijñānavada (the school that teaches knowing) given at the Buddhist Society Summer School, Middle Way, 86, 2011, 147–161.
12. Davis, Mark A., Nancy Brown Johnson, and Douglas G. Ohmer, Issue-contingent effects on ethical decision making: A cross-cultural comparison, Journal of Business Ethics, 17(4), 1998, 373–389.
13. Davis, Walter W., China, the Confucian ideal, and the European Age of Enlightenment, Journal of the History of Ideas, 44(4), 1983, 523–548.
14. Dijksterhuis, A. 2006. On the benefits of thinking unconsciously: Unconscious thought can increase post-choice satisfaction. Journal of Experimental Social Psychology 42: 627–31.
15. Elias, Rafik Z., Determinants of earnings management ethics among accountants, Journal of Business Ethics, 40(1), 2002, 33–45.
16. Frogley Ellertson, Carol & Ingerson, Marc-Charles & Williams, Richard, Behavioral ethics: A critique and a proposal, Journal of Business Ethics, 138 (1), 2016.
17. Evans, Jonathan St BT, In two minds: Dual-process accounts of reasoning, Trends in Cognitive Science, 7(10), 2003, 454–59.
18. Evans, Jonathan St BT, Dual-processing accounts of reasoning, judgment, and social cognition, Annual Review of Psychology, 59, 2008, 255–78.
19. Fan, Wei-Hsuan, and Huann-Ming Chou, An analysis of the characters in Xiyou Ji through the lens of Yogacara Buddhism, *IEEE,* 2016, 211–214. doi:10.1109/ICAMSE.2016.7840282
20. Finnigan, Bronwyn, How can a Buddha come to act? The possibility of a Buddhist account of ethical agency, Philosophy East and West, 61(1), 2011, 134–160.
21. Fleischman, Gary, and Sean Valentine, Professionals' tax liability and moral evaluations in an equitable relief innocent spouse case, Journal of Business Ethics, 42, 2003, 27–44.
22. Greene, Joshua D., Leigh E. Nystrom, Andrew D. Engell, John M. Darley, and Jonathan D. Cohen, The neural bases of cognitive conflict and control in moral judgment. Neuron, 44 (2), 2004, 389–400.
23. Greene, Joshua D., R. Brian Sommerville, Leigh E. Nystrom, John M. Darley, and Jonathan D. Cohen, An FMRI investigation of emotional engagement in moral judgment, Science, 293, 2001, 2105–8.
24. Haidt, Jonathan, The emotional dog and its rational tail: A social intuitionist approach to moral judgment, Psychological Review, 108(4), 2001, 814–834.
25. Harvey, Peter, An introduction to Buddhist ethics, Cambridge University Press, Cambridge, 2000.
26. Harvey, Peter, An introduction to Buddhism: Teaching, history and practices. Cambridge University Press, 2013.
27. Jones, Thomas M., Ethical decision making by individuals in organizations: An issue contingent model, Academy of Management Review, 16(2), 1991, 366–395.
28. Kaag, John J., Emptiness, selflessness, and transcendence: William James's reading of Chinese Buddhism, Journal of Chinese Philosophy, 39(2), 2012, 240–259. doi:10.1111/j.1540-6253.2012.01716.x
29. Kahneman, Daniel, A perspective on judgment and choice: Mapping bounded rationality, American Psychologist, 58 (9), 2003, 697–720.
30. Kato, Hiroki, The relationship between the psychology of religion and Buddhist psychology, The Japanese Psychological Association, 58, 2016, 70–84.
31. Kohlberg, Lawrence, Stages of moral development as a basis for moral education, In C. M. Beck, B. S. Crittenden, & E. V. Sullivan (eds.), Moral education: Interdisciplinary approaches, Toronto: University of Toronto Press, 1971, 23–92.
32. Langer, Ellen J., Arthur Blank, and Benzion Chanowitz, The mindlessness of ostensibly thoughtful action: The role of "placebic" information in interpersonal interaction, Journal of Personality and Social Psychology, 36 (6), 1978, 635–42.
33. Monin, Benoît, David A. Pizarro, and Jennifer S. Beer Deciding versus reacting: Conceptions of

© 2018 Global Journals

moral judgment and the reason-affect debate, Review of General Psychology, 11(2), 2007,99–111.
34. Nedu, Ovidiu, A non-referential and non-cognitive theory of truth in Vijñānavāda Buddhism, *Revista Hiperboreea*, 2(2), 2015, 52–73.
35. Nichols, Shaun, Sentimental rules: On the natural foundations of moral judgment, New York: Oxford University Press, 2004.
36. Nisbett, Richard E., and Timothy D. Wilson, Telling more than we can know: Verbal reports on mental process, Psychological Review, 84 (3), 1977, 231– 59.
37. Pan, Yue, and John R. Sparks, Predictors, consequence, and measurement of ethical judgments: Review and meta-analysis, Journal of Business Research, 65(1), 2012, 84–91.
38. Prinz, Jesse, The emotional construction of morals, New York: Oxford University Press, 2007.
39. Radich, Michael. The Doctrine of Amalavijnana in Paramartha (499–569) and later authors to approximately 800 C.E. *Zinbun*, 41, 2008, 45–174.
40. Rest, James R, Moral development: Advances in research and theory, New York: Praeger, 1986.
41. Salvador, Rommel, and Robert G. Folger, Business ethics and the brain, Business Ethics Quarterly, 19(1), 2009), 1–31.
42. Sauer, Hanno, Educated intuition, automaticity and rationality in moral judgment, Philosophical Explorations, 12(3), 2012,; 255–275.
43. Schwartz, Mark S., Ethical decision-making theory: An integrated approach. Journal of Business Ethics, 139(4), 2016, 755–776. doi:10.1007/S10551-015-2886-8.
44. Shi, Dow Hau. On the conception of amalavijñāna according to Paramārtha. Chung-Hwa Buddhist Studies, 12, 2011, 1–35.
45. Sie, Maureen, Moral agency, conscious control, and deliberative awareness, Inquiry 52 (5), 2009, 516–31.
46. Singer, Peter, Ethics and intuitions, The Journal of Ethics, 9(3–4), 2005, 331–52.
47. Singhapakdi, Anusorn, C. P. Rao, and Scott J. Vitell, Moral decision making: An investigation of services marketing professionals, Journal of Business Ethics, 15(6), 1996, 635–644.
48. Singhapakdi, Anusorn, Scott J. Vitell, and Kenneth L. Kraft, Moral intensity and ethical decision-making of marketing professionals, Journal of Business Research, 36, 1996, 245–255.
49. Sonenshein, Scott, The role of construction, intuition, and justification in responding to ethical issues at work: The sensemaking-intuition model, Academy of Management Review, 32(4), 2007, 1022–1040.
50. Tola, Fernando, and Carmen Dragonetti, Philosophy of mind in the Yogacara Buddhist idealistic school, History of Psychiatry, 16(4), 453–465, 2005, doi:10.1177/0957154X05059213
51. Tripitaka Master Xuanzang. (AD 596-664). 'Verses delineating the eight consciousnesses' (Ronald. Epstein, trans in 1986), A Monthly Journal of Orthodox Buddhism, (1998), 336.
52. Valentine, Sean, and Gary Fleischman, Moral reasoning in an equitable relief innocent spouse context, Journal of Business Ethics, 45(4), 2003, 325–339.
53. Uhlmann, Eric Luis, et al., The motivated use of moral principles, Judgment and Decision Making, 4(6), 2009, 476–91.
54. Wagner, Suzanne C., and G. Lawrence Sanders, Considerations in moral decision making and software piracy, Journal of Business Ethics, 29(1–2), 2001, 161–167.
55. Webster's third new international dictionary (1986). Chicago: Encyclopedia Brittanica Inc.
56. Williams, Richard N., and Edwin E. Gantt, Felt moral obligation and the moral judgment-moral action gap: An alternative ontological starting point. Paper presented at the 35th Conference of the Association for Moral Education, Utrecht, July 2–4, 2009.
57. Zhong, Chen-Bo, The ethical dangers of deliberative decision making, Administrative Science Quarterly, 56(1), 2011, 1–25.
58. Zim, Robert, Basic ideas of Yogacara Buddhism: A paper prepared for Philosophy 772 "Yogacara Buddhism," 1995, San Francisco State University web site, available at http://online.sfsu.edu/rone/Buddhism/Yogacara/basicideas.htm

© 2018 Global Journals

Global Journal of human-social science: H Interdisciplinary
Volume 18 Issue 3 Version 1.0 Year 2018
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-460X & Print ISSN: 0975-587X

Renewable Energy Production from *Lantana Camara* Biomass

By Dr. Atul Mishra
National Institute of Technical Teachers

Abstract- With consumption of about 3% of the world's total energy per annum, India is the world's sixth largest energy consumer. Exploring renewable energy sources has a strong worldwide interest in the meeting the energy needs of fast growing population, both for environmental reasons (release of pollutants and fossil reserves depletion) and economical ones. Most of the population in India does not have access to reliable energy. India has millions of tonnes of unwanted available biomass, often burnt inefficiently in open fields, causing air pollution. However this 'waste' can be turned into a completely environment-friendly source of energy.

World economy is dominated by technologies that rely on fossil energy petroleum, coal, natural gas) to produce fuels, power, chemicals and materials. While the use of conventional energy like oil, coal and electricity has increased enormously in the last 25 years in ASEAN economies, India still imports crude oil & petroleum over 111.92 million tonnes peryear. This heavy dependence on imported oil leads to economic and social uncertainties. Currently there is a strong worldwide interest in the development of technologies that allow the exploitation of renewable energy sources, both for environmental (release of pollutants and fossil reserves depletion)and economical reasons.

GJHSS-H Classification: *FOR Code: 090608*



Strictly as per the compliance and regulations of:

© 2018. Dr. Atul Mishra. This is a research/review paper, distributed under the terms of the Creative Commons Attribution-Noncommercial 3.0 Unported License http://creativecom-mons.org/licenses/by-nc/3.0/), permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

Renewable Energy Production from *Lantana Camara* Biomass

Dr. Atul Mishra

Abstract - With consumption of about 3% of the world's total energy per annum, India is the world's sixth largest energy consumer. Exploring renewable energy sources has a strong worldwide interest in the meeting the energy needs of fast growing population, both for environmental reasons (release of pollutants and fossil reserves depletion) and economical ones. Most of the population in India does not have access to reliable energy. India has millions of tonnes of unwanted available biomass, often burnt inefficiently in open fields, causing air pollution. However this 'waste' can be turned into a completely environment-friendly source of energy.

World economy is dominated by technologies that rely on fossil energy petroleum, coal, natural gas) to produce fuels, power, chemicals and materials. While the use of conventional energy like oil, coal and electricity has increased enormously in the last 25 years in ASEAN economies, India still imports crude oil & petroleum over 111.92 million tonnes peryear. This heavy dependence on imported oil leads to economic and social uncertainties. Currently there is a strong worldwide interest in the development of technologies that allow the exploitation of renewable energy sources, both for environmental (release of pollutants and fossil reserves depletion)and economical reasons.

I. Introduction

Biomass, fourth largest energy source in the world, provides about 13% of world's energy consumption. Globally, biomass has an annual primary production of 220 billion oven-dry tonnes (odt) or 4,500 EJ and India produces 350 million tonnes of agricultural wastes per year. Charcoal is a premium fuel widely used in many developing countries to meet household as well as a variety of other needs. Recent improvements in technology for charcoal production have increased its efficiency, resulting in renewed interest in the use of charcoal as a fuel that can be easily stored and transported. High-value carbon products (activated carbon and electrode carbon) can also be produced from charcoal. This study presents charcoal production from *Lantana camara* biomass.

Lantana camara (Native from tropical America) is one of the ten most noxious weeds in the world. It is toxic to animals and exerts allelopathic action on neighbouring vegetation. The pathological and biochemical effects of the lantana plant in cattle, sheep and guinea pigs have been determined. None of the methods for control of lantana viz. mechanical, cultural, chemical and biological have been found effective. There are large wasteland & forest areas infested with this plant not only in India but more than 67 countries all across the globe. It has severe impact on net primary productivity and nutrient cycling, as a consequence of degradation of the forests. In order to fulfill the energy requirement of rural population as well as to save our forest and indigenous plant species, the best way would be to utilize the *Lantana camara* biomass as alternate renewable source of energy.

Lantana camara, abundant available forest weed with abundant biomass, across the world & has been found appropriate as alternate renewable source of energy. Its exploitation would also address to many interlinked issues, like - Forest conservation, Increase in useful indigenous species, Relief from harmful weeds, Air pollution control, Economical availability of fuel and availability of local employment.

The total net primary productivity of *Lantana camara* shrubland is 17 t ha^{-1} yr^{-1}, which is similar to the values reported for forests: 16 - 21 t ha^{-1} yr^{-1}. Total nutrient content (N, P) in the soil in the *L. camara* shrubland : 2932 kg ha^{-1} N and 111 kg ha^{-1} P, was lower than that of the forest soils.

Charcoal is the blackish residue consisting of impure carbon obtained by removing water and other volatile constituents from animal and vegetation substances.

Charcoal is usually produced by slow pyrolysis, the heating of wood, bone char, or other agricultural substances in the absence of oxygen environment at 450°-510°C by using either in a kiln or a continuously-fed furnace called a retort. The resulting soft, brittle, lightweight, black, porous material resembles coal and is 85% to 98% carbon with the remainder consisting of volatile chemicals and ash.

Briquetting is the process of converting low bulk density biomass into high density and energy concentrated fuel briquettes.

Materials and methods:

(Charcoal Briquetting of *Lantana camara* Biomass):

Biomass collection

⇩

Drying

⇩

Carbonization

⇩

Author: Associate Professor National Institute of Technical Teachers' Training & Research, Bhopal, India. e-mail: amishra@nitttrbpl.ac.in

© 2018 Global Journals

Preparation of Char powder

⇩

Binder preparation & Mixing

⇩

Briquettes production

⇩

Drying & Packing

⇩

Marketing

a) Materials required

1. Biomass waste - Agricultural, industrial or forest
2. Charcoal kiln / drum (150 cm x 100 cm)
3. Briquetting machine (15kg / hr)
4. Binding materials (eg. starch or cassava flour)

Lantana camara biomass is converted into charcoal briquettes by igniting the biomass under low oxygen conditions. These briquettes have hi her calorific value an burning capacity than using plant biomass dir ctly. Lantana camara stem was used as biomass source. Carbonization was carried out at different te peratures from 100°C to 600°C for optimizing the char yield and different cost effective binders such as sta ch, rice powder, clay etc. were also tried. Th fuel briquettes produced through briquettin machines (calorific values - max. 6500 kcal/kg nd min. 4500 kcal/kg) are utilized as alternative fuel. T e biomass charcoal briqu tting technology has been dissemi ated to various beneficiaries such as farmers, individuals, un mployed p ople, NGOs etc.

b) Biomass collection

Collection of biomass of *Lantana camara* along with from different sources (nearby forest area & fellow lands). Different other types of waste biomass can also be utelised, such as paddy, wheat, millet, sorghum, pulses, oil seed crops; maize stalks and cobs; cotton and mustard stalk; jute sticks; sugarcane trash; leaves or industrial wastes such as rice husk, groundnut shell, cotton waste, coconut shell, coir pith, tamarind shell, mustard husk, coffee husk, Cassava peel, bagasse, tea waste, Casuarina leaf litter, silk cotton shell, cotton waste, oil palm fiber and shells, cashew nut shell, coconut shell, coir pith or commonly available plants like Prosopis twigs, Ipomoea stem, coconut fronds, Eucalyptus leaves and dry under sunlight.



II. Carbonization of Biomass

For carbonization, loosely pack the collected biomass into the kiln. The kiln willaccommodate ~ 100kg dry biomass. After loading the biomass into the kiln, lose the top of the kiln with metal lid attached to a conical chimney. Use little amount of biomass in the firing portion to ignite in the kiln and close the doors tightly to start the pyrolysis process. In the absence of air, theburning process is slow and the fire slowly spreads to thebiomass through the holes in the perforated sheets.

After the biomass gets fully carbonized (~1-2 hrs; depending upon the biomass), remove the lid and sprinkle water over the char. Use theresultant char powder for preparation of briquettes. Though the carbonization process produces @ 30-45% char powder on an average, the char yield varies according to the biomass used.



© 2018 Global Journals



III. Binder Preparations and Mixing





IV. Briquetting

The charcoal mixture with binder can be made into briquettes either manually or using machines. For the mechanical operation, load the form uniform-sized cylindrical briquettes. mixture directly into the briquetting mould / machine to For preparation of binding material add starch to water in the ratio of 10:1 and al-low it to disperse without any clumps. Then heat the solution for 10 minutes and do not allow it to boil (the final stage can be identified by the sticki ess of the solution).After boiling, pour the liquid solution onto the char powder and mix to ensure that every particle of carbonized char is coated with the binder.

This process enhances charcoal adhesion and produce identical briquettes.





V. Drying, Packing and Marketing

Collect the briquettes in a tray, dry them in sunlight for 2-3 days and pack them in sealed plastic bags for sale



© 2018 Global Journals

VI. Biomass Briquettes used as Alternative Fue

Charcoal briquettes can be used as fuel in rural houses for cooking, laundering and in boilers in tea shops and Tandoor Chulhas in hotels.

Cooking tests conducted using a non-pressurized cooker (Sarai cooker,ARTI) shows that 200-250 g of briquettes is enough to cook food in about 45-60 minutes. The heat was stable for 2 hours. Feedback survey conducted indicate that the biomass charcoal briquettes shows higher energy, quick heating in less time with less smoke and comparable to the wood charcoal.



Who will get benefited

- Un-employed people in ruralareas
- Self help groups (SHGs)- men & women
- Farmers
- Rural enterprises
- Forest Department

Advantages of the technology:

1. Smokeless: The charcoal briquettes burn without much smoke during ignition and burning.
2. Low Ash content: Minimum residual ash formed is less than 5% of the original weight of the charcoal.
3. Calorific value: ~ 243.58 K cal / Kg (wood charcoal - 6592.52 Kcal / Kg).
4. Odourless: Contains minimum evaporative substances thus eliminating the possibility of odour.
5. Sparkless: No sparks are produced like wood charcoal.
6. Less crack & better strength: Helps burn for a longer time.

References Références Referencias

1. Yisak Seboka. Charcoal production: opportunities and barriers for improving efficiency and sustainability; Bio- carbon opportunities in eastern and sout ern Africa C ty, United Nations Development Programme 1 UN Plaza, New York, New York, 10017, USA, 2009, 101-126.
2. Anon, Simple technologies for charcoal making. FAO Forestry –page 41, FAO, Rome, Italy: 3, 1987.
3. Oladeji, J. Fuel Characterization of Briquettes Produced from Corncob and Rice Husk Resides, The Pacific Journal of Science and Technology, 11(1), 2010, 101-106.
4. Singh, R.N. Equilibrium moisture content of biomass briquettes. Biomass and Bioenergy, 26, 2004, 251-253.
5. Raju, Ch. A., Satya, M., Praveena, U. and Jyothi, K. R. Studies on Development of Fuel Briquettes Using Locally Available Waste. Int. Journal of Engineering Research and Applications, 4, 2014, 553-559.
6. Goel, V. L., and Behl, H. N. Fuel wood quality of promising tree species for alkaline soil sites in relation to tree age,Biomass Bioenergy, 10, 1996, 57–61.
7. Ritesh Kumar, N., Chandrashekar and K. K., Pandey. Fuel wood properties and combustion characteristics of Lantana camara and Eupatorium species, Current Science, 97(8), 2009, 25-5.

© 2018 Global Journals

Global Journals Guidelines Handbook 2018

www.GlobalJournals.org

FELLOWS

FELLOW OF ASSOCIATION OF RESEARCH SOCIETY IN HUMAN SCIENCE (FARSHS)

Global Journals Incorporate (USA) is accredited by Open Association of Research Society (OARS), U.S.A and in turn, awards "FARSHS" title to individuals. The 'FARSHS' title is accorded to a selected professional after the approval of the Editor-in-Chief/Editorial Board Members/Dean.



- The "FARSHS" is a dignified title which is accorded to a person's name viz. Dr. John E. Hall, Ph.D., FARSS or William Walldroff, M.S., FARSHS.

FARSHS accrediting is an honor. It authenticates your research activities. After recognition as FARSHS, you can add 'FARSHS' title with your name as you use this recognition as additional suffix to your status. This will definitely enhance and add more value and repute to your name. You may use it on your professional Counseling Materials such as CV, Resume, and Visiting Card etc.

The following benefits can be availed by you only for next three years from the date of certification:

FARSHS designated members are entitled to avail a 40% discount while publishing their research papers (of a single author) with Global Journals Incorporation (USA), if the same is accepted by Editorial Board/Peer Reviewers. If you are a main author or co-author in case of multiple authors, you will be entitled to avail discount of 10%.

Once FARSHS title is accorded, the Fellow is authorized to organize symposium/seminar/conference on behalf of Global Journal Incorporation (USA). The Fellow can also participate in conference/seminar/symposium organized by another institution as representative of Global Journal. In both the cases, it is mandatory for him to discuss with us and obtain our consent.





You may join as member of the Editorial Board of Global Journals Incorporation (USA) after successful completion of three years as Fellow and as Peer Reviewer. In addition, it is also desirable that you should organize seminar/symposium/conference at least once.

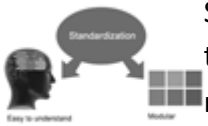
We shall provide you intimation regarding launching of e-version of journal of your stream time to time.This may be utilized in your library for the enrichment of knowledge of your students as well as it can also be helpful for the concerned faculty members.



The FARSHS can go through standards of OARS. You can also play vital role if you have any suggestions so that proper amendment can take place to improve the same for the benefit of entire research community.

As FARSHS, you will be given a renowned, secure and free professional email address with 100 GB of space e.g. johnhall@globaljournals.org. This will include Webmail, Spam Assassin, Email Forwarders,Auto-Responders, Email Delivery Route tracing, etc.





The FARSHS will be eligible for a free application of standardization of their researches. Standardization of research will be subject to acceptability within stipulated norms as the next step after publishing in a journal. We shall depute a team of specialized research professionals who will render their services for elevating your researches to next higher level, which is worldwide open standardization.

The FARSHS member can apply for grading and certification of standards of the educational and Institutional Degrees to Open Association of Research, Society U.S.A. Once you are designated as FARSHS, you may send us a scanned copy of all of your credentials. OARS will verify, grade and certify them. This will be based on your academic records, quality of research papers published by you, and some more criteria. After certification of all your credentials by OARS, they will be published on your Fellow Profile link on website https://associationofresearch.org which will be helpful to upgrade the dignity.



The FARSHS members can avail the benefits of free research podcasting in Global Research Radio with their research documents. After publishing the work, (including published elsewhere worldwide with proper authorization) you can upload your research paper with your recorded voice or you can utilize chargeable services of our professional RJs to record your paper in their voice on request.



The FARSHS member also entitled to get the benefits of free research podcasting of their research documents through video clips. We can also streamline your conference videos and display your slides/ online slides and online research video clips at reasonable charges, on request.



The FARSHS is eligible to earn from sales proceeds of his/her researches/reference/review Books or literature, while publishing with Global Journals. The FARSHS can decide whether he/she would like to publish his/her research in a closed manner. In this case, whenever readers purchase that individual research paper for reading, maximum 60% of its profit earned as royalty by Global Journals, will be credited to his/her bank account. The entire entitled amount will be credited to his/her bank account exceeding limit of minimum fixed balance. There is no minimum time limit for collection. The FARSS member can decide its price and we can help in making the right decision.

The FARSHS member is eligible to join as a paid peer reviewer at Global Journals Incorporation (USA) and can get remuneration of 15% of author fees, taken from the author of a respective paper. After reviewing 5 or more papers you can request to transfer the amount to your bank account.



MEMBER OF ASSOCIATION OF RESEARCH SOCIETY IN HUMAN SCIENCE (MARSHS)

The ' MARSHS ' title is accorded to a selected professional after the approval of the Editor-in-Chief / Editorial Board Members/Dean.



The "MARSHS" is a dignified ornament which is accorded to a person's name viz. Dr John E. Hall, Ph.D., MARSHS or William Walldroff, M.S., MARSHS.

MARSHS accrediting is an honor. It authenticates your research activities. Afterbecoming MARSHS, you can add 'MARSHS' title with your name as you use this recognition as additional suffix to your status. This will definitely enhance and add more value and repute to your name. You may use it on your professional Counseling Materials such as CV, Resume, Visiting Card and Name Plate etc.

The following benefitscan be availed by you only for next three years from the date of certification.



MARSHS designated members are entitled to avail a 25% discount while publishing their research papers (of a single author) in Global Journals Inc., if the same is accepted by our Editorial Board and Peer Reviewers. If you are a main author or co-author of a group of authors, you will get discount of 10%.

As MARSHS, you willbegiven a renowned, secure and free professional email address with 30 GB of space e.g. johnhall@globaljournals.org. This will include Webmail, Spam Assassin, Email Forwarders,Auto-Responders, Email Delivery Route tracing, etc.





We shall provide you intimation regarding launching of e-version of journal of your stream time to time.This may be utilized in your library for the enrichment of knowledge of your students as well as it can also be helpful for the concerned faculty members.

The MARSHS member can apply for approval, grading and certification of standards of their educational and Institutional Degrees to Open Association of Research, Society U.S.A.





Once you are designated as MARSHS, you may send us a scanned copy of all of your credentials. OARS will verify, grade and certify them. This will be based on your academic records, quality of research papers published by you, and some more criteria.

It is mandatory to read all terms and conditions carefully.

AUXILIARY MEMBERSHIPS

Institutional Fellow of Open Association of Research Society (USA) - OARS (USA)

Global Journals Incorporation (USA) is accredited by Open Association of Research Society, U.S.A (OARS) and in turn, affiliates research institutions as "Institutional Fellow of Open Association of Research Society" (IFOARS).



The "FARSC" is a dignified title which is accorded to a person's name viz. Dr. John E. Hall, Ph.D., FARSC or William Walldroff, M.S., FARSC.

The IFOARS institution is entitled to form a Board comprised of one Chairperson and three to five board members preferably from different streams. The Board will be recognized as "Institutional Board of Open Association of Research Society"-(IBOARS).

The Institute will be entitled to following benefits:

The IBOARS can initially review research papers of their institute and recommend them to publish with respective journal of Global Journals. It can also review the papers of other institutions after obtaining our consent. The second review will be done by peer reviewer of Global Journals Incorporation (USA) The Board is at liberty to appoint a peer reviewer with the approval of chairperson after consulting us.

The author fees of such paper may be waived off up to 40%.

The Global Journals Incorporation (USA) at its discretion can also refer double blind peer reviewed paper at their end to the board for the verification and to get recommendation for final stage of acceptance of publication.





The IBOARS can organize symposium/seminar/conference in their country on behalf of Global Journals Incorporation (USA)-OARS (USA). The terms and conditions can be discussed separately.

The Board can also play vital role by exploring and giving valuable suggestions regarding the Standards of "Open Association of Research Society, U.S.A (OARS)" so that proper amendment can take place for the benefit of entire research community. We shall provide details of particular standard only on receipt of request from the Board.



The board members can also join us as Individual Fellow with 40% discount on total fees applicable to Individual Fellow. They will be entitled to avail all the benefits as declared. Please visit Individual Fellow-sub menu of GlobalJournals.org to have more relevant details.

We shall provide you intimation regarding launching of e-version of journal of your stream time to time. This may be utilized in your library for the enrichment of knowledge of your students as well as it can also be helpful for the concerned faculty members.



After nomination of your institution as "Institutional Fellow" and constantly functioning successfully for one year, we can consider giving recognition to your institute to function as Regional/Zonal office on our behalf.
The board can also take up the additional allied activities for betterment after our consultation.

The following entitlements are applicable to individual Fellows:



Open Association of Research Society, U.S.A (OARS) By-laws states that an individual Fellow may use the designations as applicable, or the corresponding initials. The Credentials of individual Fellow and Associate designations signify that the individual has gained knowledge of the fundamental concepts. One is magnanimous and proficient in an expertise course covering the professional code of conduct, and follows recognized standards of practice.

Open Association of Research Society (US)/ Global Journals Incorporation (USA), as described in Corporate Statements, are educational, research publishing and professional membership organizations. Achieving our individual Fellow or Associate status is based mainly on meeting stated educational research requirements.



Disbursement of 40% Royalty earned through Global Journals : Researcher = 50%, Peer Reviewer = 37.50%, Institution = 12.50% E.g. Out of 40%, the 20% benefit should be passed on to researcher, 15 % benefit towards remuneration should be given to a reviewer and remaining 5% is to be retained by the institution.

We shall provide print version of 12 issues of any three journals [as per your requirement] out of our 38 journals worth $ 2376 USD.

Other:

The individual Fellow and Associate designations accredited by Open Association of Research Society (US) credentials signify guarantees following achievements:

- The professional accredited with Fellow honor, is entitled to various benefits viz. name, fame, honor, regular flow of income, secured bright future, social status etc.

- In addition to above, if one is single author, then entitled to 40% discount on publishing research paper and can get 10%discount if one is co-author or main author among group of authors.
- The Fellow can organize symposium/seminar/conference on behalf of Global Journals Incorporation (USA) and he/she can also attend the same organized by other institutes on behalf of Global Journals.
- The Fellow can become member of Editorial Board Member after completing 3yrs.
- The Fellow can earn 60% of sales proceeds from the sale of reference/review books/literature/publishing of research paper.
- Fellow can also join as paid peer reviewer and earn 15% remuneration of author charges and can also get an opportunity to join as member of the Editorial Board of Global Journals Incorporation (USA)
- • This individual has learned the basic methods of applying those concepts and techniques to common challenging situations. This individual has further demonstrated an in–depth understanding of the application of suitable techniques to a particular area of research practice.

Note :

"

- In future, if the board feels the necessity to change any board member, the same can be done with the consent of the chairperson along with anyone board member without our approval.
- In case, the chairperson needs to be replaced then consent of 2/3rd board members are required and they are also required to jointly pass the resolution copy of which should be sent to us. In such case, it will be compulsory to obtain our approval before replacement.
- In case of "Difference of Opinion [if any]" among the Board members, our decision will be final and binding to everyone.

"

Preferred Author Guidelines

We accept the manuscript submissions in any standard (generic) format.

We typeset manuscripts using advanced typesetting tools like Adobe In Design, CorelDraw, TeXnicCenter, and TeXStudio. We usually recommend authors submit their research using any standard format they are comfortable with, and let Global Journals do the rest.

Alternatively, you can download our basic template from https://globaljournals.org/Template.zip

Authors should submit their complete paper/article, including text illustrations, graphics, conclusions, artwork, and tables. Authors who are not able to submit manuscript using the form above can email the manuscript department at submit@globaljournals.org or get in touch with chiefeditor@globaljournals.org if they wish to send the abstract before submission.

Before and during Submission

Authors must ensure the information provided during the submission of a paper is authentic. Please go through the following checklist before submitting:

1. Authors must go through the complete author guideline and understand and *agree to Global Journals' ethics and code of conduct,* along with author responsibilities.
2. Authors must accept the privacy policy, terms, and conditions of Global Journals.
3. Ensure corresponding author's email address and postal address are accurate and reachable.
4. Manuscript to be submitted must include keywords, an abstract, a paper title, co-author(s') names and details (email address, name, phone number, and institution), figures and illustrations in vector format including appropriate captions, tables, including titles and footnotes, a conclusion, results, acknowledgments and references.
5. Authors should submit paper in a ZIP archive if any supplementary files are required along with the paper.
6. Proper permissions must be acquired for the use of any copyrighted material.
7. Manuscript submitted *must not have been submitted or published elsewhere* and all authors must be aware of the submission.

Declaration of Conflicts of Interest

It is required for authors to declare all financial, institutional, and personal relationships with other individuals and organizations that could influence (bias) their research.

Policy on Plagiarism

Plagiarism is not acceptable in Global Journals submissions at all.

Plagiarized content will not be considered for publication. We reserve the right to inform authors' institutions about plagiarism detected either before or after publication. If plagiarism is identified, we will follow COPE guidelines:

Authors are solely responsible for all the plagiarism that is found. The author must not fabricate, falsify or plagiarize existing research data. The following, if copied, will be considered plagiarism:

- Words (language)
- Ideas
- Findings
- Writings
- Diagrams
- Graphs
- Illustrations
- Lectures

- Printed material
- Graphic representations
- Computer programs
- Electronic material
- Any other original work

Authorship Policies

Global Journals follows the definition of authorship set up by the Open Association of Research Society, USA. According to its guidelines, authorship criteria must be based on:

1. Substantial contributions to the conception and acquisition of data, analysis, and interpretation of findings.
2. Drafting the paper and revising it critically regarding important academic content.
3. Final approval of the version of the paper to be published.

Changes in Authorship

The corresponding author should mention the name and complete details of all co-authors during submission and in manuscript. We support addition, rearrangement, manipulation, and deletions in authors list till the early view publication of the journal. We expect that corresponding author will notify all co-authors of submission. We follow COPE guidelines for changes in authorship.

Copyright

During submission of the manuscript, the author is confirming an exclusive license agreement with Global Journals which gives Global Journals the authority to reproduce, reuse, and republish authors' research. We also believe in flexible copyright terms where copyright may remain with authors/employers/institutions as well. Contact your editor after acceptance to choose your copyright policy. You may follow this form for copyright transfers.

Appealing Decisions

Unless specified in the notification, the Editorial Board's decision on publication of the paper is final and cannot be appealed before making the major change in the manuscript.

Acknowledgments

Contributors to the research other than authors credited should be mentioned in Acknowledgments. The source of funding for the research can be included. Suppliers of resources may be mentioned along with their addresses.

Declaration of funding sources

Global Journals is in partnership with various universities, laboratories, and other institutions worldwide in the research domain. Authors are requested to disclose their source of funding during every stage of their research, such as making analysis, performing laboratory operations, computing data, and using institutional resources, from writing an article to its submission. This will also help authors to get reimbursements by requesting an open access publication letter from Global Journals and submitting to the respective funding source.

Preparing your Manuscript

Authors can submit papers and articles in an acceptable file format: MS Word (doc, docx), LaTeX (.tex, .zip or .rar including all of your files), Adobe PDF (.pdf), rich text format (.rtf), simple text document (.txt), Open Document Text (.odt), and Apple Pages (.pages). Our professional layout editors will format the entire paper according to our official guidelines. This is one of the highlights of publishing with Global Journals—authors should not be concerned about the formatting of their paper. Global Journals accepts articles and manuscripts in every major language, be it Spanish, Chinese, Japanese, Portuguese, Russian, French, German, Dutch, Italian, Greek, or any other national language, but the title, subtitle, and abstract should be in English. This will facilitate indexing and the pre-peer review process.

The following is the official style and template developed for publication of a research paper. Authors are not required to follow this style during the submission of the paper. It is just for reference purposes.

Manuscript Style Instruction (Optional)

- Microsoft Word Document Setting Instructions.
- Font type of all text should be Swis721 Lt BT.
- Page size: 8.27" x 11'", left margin: 0.65, right margin: 0.65, bottom margin: 0.75.
- Paper title should be in one column of font size 24.
- Author name in font size of 11 in one column.
- Abstract: font size 9 with the word "Abstract" in bold italics.
- Main text: font size 10 with two justified columns.
- Two columns with equal column width of 3.38 and spacing of 0.2.
- First character must be three lines drop-capped.
- The paragraph before spacing of 1 pt and after of 0 pt.
- Line spacing of 1 pt.
- Large images must be in one column.
- The names of first main headings (Heading 1) must be in Roman font, capital letters, and font size of 10.
- The names of second main headings (Heading 2) must not include numbers and must be in italics with a font size of 10.

Structure and Format of Manuscript

The recommended size of an original research paper is under 15,000 words and review papers under 7,000 words. Research articles should be less than 10,000 words. Research papers are usually longer than review papers. Review papers are reports of significant research (typically less than 7,000 words, including tables, figures, and references)

A research paper must include:

a) A title which should be relevant to the theme of the paper.
b) A summary, known as an abstract (less than 150 words), containing the major results and conclusions.
c) Up to 10 keywords that precisely identify the paper's subject, purpose, and focus.
d) An introduction, giving fundamental background objectives.
e) Resources and techniques with sufficient complete experimental details (wherever possible by reference) to permit repetition, sources of information must be given, and numerical methods must be specified by reference.
f) Results which should be presented concisely by well-designed tables and figures.
g) Suitable statistical data should also be given.
h) All data must have been gathered with attention to numerical detail in the planning stage.

Design has been recognized to be essential to experiments for a considerable time, and the editor has decided that any paper that appears not to have adequate numerical treatments of the data will be returned unrefereed.

i) Discussion should cover implications and consequences and not just recapitulate the results; conclusions should also be summarized.
j) There should be brief acknowledgments.
k) There ought to be references in the conventional format. Global Journals recommends APA format.

Authors should carefully consider the preparation of papers to ensure that they communicate effectively. Papers are much more likely to be accepted if they are carefully designed and laid out, contain few or no errors, are summarizing, and follow instructions. They will also be published with much fewer delays than those that require much technical and editorial correction.

The Editorial Board reserves the right to make literary corrections and suggestions to improve brevity.



Format Structure

It is necessary that authors take care in submitting a manuscript that is written in simple language and adheres to published guidelines.

All manuscripts submitted to Global Journals should include:

Title

The title page must carry an informative title that reflects the content, a running title (less than 45 characters together with spaces), names of the authors and co-authors, and the place(s) where the work was carried out.

Author details

The full postal address of any related author(s) must be specified.

Abstract

The abstract is the foundation of the research paper. It should be clear and concise and must contain the objective of the paper and inferences drawn. It is advised to not include big mathematical equations or complicated jargon.

Many researchers searching for information online will use search engines such as Google, Yahoo or others. By optimizing your paper for search engines, you will amplify the chance of someone finding it. In turn, this will make it more likely to be viewed and cited in further works. Global Journals has compiled these guidelines to facilitate you to maximize the web-friendliness of the most public part of your paper.

Keywords

A major lynchpin of research work for the writing of research papers is the keyword search, which one will employ to find both library and internet resources. Up to eleven keywords or very brief phrases have to be given to help data retrieval, mining, and indexing.

One must be persistent and creative in using keywords. An effective keyword search requires a strategy: planning of a list of possible keywords and phrases to try.

Choice of the main keywords is the first tool of writing a research paper. Research paper writing is an art. Keyword search should be as strategic as possible.

One should start brainstorming lists of potential keywords before even beginning searching. Think about the most important concepts related to research work. Ask, “What words would a source have to include to be truly valuable in a research paper?” Then consider synonyms for the important words.

It may take the discovery of only one important paper to steer in the right keyword direction because, in most databases, the keywords under which a research paper is abstracted are listed with the paper.

Numerical Methods

Numerical methods used should be transparent and, where appropriate, supported by references.

Abbreviations

Authors must list all the abbreviations used in the paper at the end of the paper or in a separate table before using them.

Formulas and equations

Authors are advised to submit any mathematical equation using either MathJax, KaTeX, or LaTeX, or in a very high-quality image.

Tables, Figures, and Figure Legends

Tables: Tables should be cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g., Table 4, a self-explanatory caption, and be on a separate sheet. Authors must submit tables in an editable format and not as images. References to these tables (if any) must be mentioned accurately.

Figures

Figures are supposed to be submitted as separate files. Always include a citation in the text for each figure using Arabic numbers, e.g., Fig. 4. Artwork must be submitted online in vector electronic form or by emailing it.

Preparation of Eletronic Figures for Publication

Although low-quality images are sufficient for review purposes, print publication requires high-quality images to prevent the final product being blurred or fuzzy. Submit (possibly by e-mail) EPS (line art) or TIFF (halftone/ photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Avoid using pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings). Please give the data for figures in black and white or submit a Color Work Agreement form. EPS files must be saved with fonts embedded (and with a TIFF preview, if possible).

For scanned images, the scanning resolution at final image size ought to be as follows to ensure good reproduction: line art: >650 dpi; halftones (including gel photographs): >350 dpi; figures containing both halftone and line images: >650 dpi.

Color charges: Authors are advised to pay the full cost for the reproduction of their color artwork. Hence, please note that if there is color artwork in your manuscript when it is accepted for publication, we would require you to complete and return a Color Work Agreement form before your paper can be published. Also, you can email your editor to remove the color fee after acceptance of the paper.

Tips for writing a good quality Social Science Research Paper

Techniques for writing a good quality homan social science research paper:

1. Choosing the topic: In most cases, the topic is selected by the interests of the author, but it can also be suggested by the guides. You can have several topics, and then judge which you are most comfortable with. This may be done by asking several questions of yourself, like "Will I be able to carry out a search in this area? Will I find all necessary resources to accomplish the search? Will I be able to find all information in this field area?" If the answer to this type of question is "yes," then you ought to choose that topic. In most cases, you may have to conduct surveys and visit several places. Also, you might have to do a lot of work to find all the rises and falls of the various data on that subject. Sometimes, detailed information plays a vital role, instead of short information. Evaluators are human: The first thing to remember is that evaluators are also human beings. They are not only meant for rejecting a paper. They are here to evaluate your paper. So present your best aspect.

2. Think like evaluators: If you are in confusion or getting demotivated because your paper may not be accepted by the evaluators, then think, and try to evaluate your paper like an evaluator. Try to understand what an evaluator wants in your research paper, and you will automatically have your answer. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

3. Ask your guides: If you are having any difficulty with your research, then do not hesitate to share your difficulty with your guide (if you have one). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work, then ask your supervisor to help you with an alternative. He or she might also provide you with a list of essential readings.

4. Use of computer is recommended: As you are doing research in the field of homan social science then this point is quite obvious. Use right software: Always use good quality software packages. If you are not capable of judging good software, then you can lose the quality of your paper unknowingly. There are various programs available to help you which you can get through the internet.

5. Use the internet for help: An excellent start for your paper is using Google. It is a wondrous search engine, where you can have your doubts resolved. You may also read some answers for the frequent question of how to write your research paper or find a model research paper. You can download books from the internet. If you have all the required books, place importance on reading, selecting, and analyzing the specified information. Then sketch out your research paper. Use big pictures: You may use encyclopedias like Wikipedia to get pictures with the best resolution. At Global Journals, you should strictly follow here.



© Copyright by Global Journals | Guidelines Handbook

6. Bookmarks are useful: When you read any book or magazine, you generally use bookmarks, right? It is a good habit which helps to not lose your continuity. You should always use bookmarks while searching on the internet also, which will make your search easier.

7. Revise what you wrote: When you write anything, always read it, summarize it, and then finalize it.

8. Make every effort: Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

9. Produce good diagrams of your own: Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

10. Use proper verb tense: Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

11. Pick a good study spot: Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

12. Know what you know: Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

13. Use good grammar: Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice.

Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

14. Arrangement of information: Each section of the main body should start with an opening sentence, and there should be a changeover at the end of the section. Give only valid and powerful arguments for your topic. You may also maintain your arguments with records.

15. Never start at the last minute: Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

16. Multitasking in research is not good: Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

17. Never copy others' work: Never copy others' work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

18. Go to seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.
Refresh your mind after intervals: Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

19. Think technically: Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.

20. Adding unnecessary information: Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

21. Report concluded results: Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

22. Upon conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print for the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects of your research.

.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form which is presented in the guidelines using the template.
- Please note the criteria peer reviewers will use for grading the final paper.

Final points:

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

The introduction: This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

The discussion section:

This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

Writing a research paper is not an easy job, no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record-keeping are the only means to make straightforward progression.

General style:

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear: Adhere to recommended page limits.



© Copyright by Global Journals | Guidelines Handbook

Mistakes to avoid:

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.
- Use paragraphs to split each significant point (excluding the abstract).
- Align the primary line of each section.
- Present your points in sound order.
- Use present tense to report well-accepted matters.
- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
- Avoid use of extra pictures—include only those figures essential to presenting results.

Title page:

Choose a revealing title. It should be short and include the name(s) and address(es) of all authors. It should not have acronyms or abbreviations or exceed two printed lines.

Abstract: This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

An abstract is a brief, distinct paragraph summary of finished work or work in development. In a minute or less, a reviewer can be taught the foundation behind the study, common approaches to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Use comprehensive sentences, and do not sacrifice readability for brevity; you can maintain it succinctly by phrasing sentences so that they provide more than a lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study with the subsequent elements in any summary. Try to limit the initial two items to no more than one line each.

Reason for writing the article—theory, overall issue, purpose.

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:

- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

Introduction:

The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

The following approach can create a valuable beginning:

- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.

Approach:

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

Procedures (methods and materials):

This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

Materials may be reported in part of a section or else they may be recognized along with your measures.

Methods:

- Report the method and not the particulars of each process that engaged the same methodology.
- Describe the method entirely.
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures.
- Simplify—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

Approach:

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

What to keep away from:

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings—save it for the argument.
- Leave out information that is immaterial to a third party.



© Copyright by Global Journals | Guidelines Handbook

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part as entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.

Content:

- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or manuscript.

What to stay away from:

- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

Approach:

As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

Figures and tables:

If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

Discussion:

The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an argument should be.

Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."

Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.

- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

When you refer to information, differentiate data generated by your own studies from other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

The Administration Rules

Administration Rules to Be Strictly Followed before Submitting Your Research Paper to Global Journals Inc.

Please read the following rules and regulations carefully before submitting your research paper to Global Journals Inc. to avoid rejection.

Segment draft and final research paper: You have to strictly follow the template of a research paper, failing which your paper may get rejected. You are expected to write each part of the paper wholly on your own. The peer reviewers need to identify your own perspective of the concepts in your own terms. Please do not extract straight from any other source, and do not rephrase someone else's analysis. Do not allow anyone else to proofread your manuscript.

Written material: You may discuss this with your guides and key sources. Do not copy anyone else's paper, even if this is only imitation, otherwise it will be rejected on the grounds of plagiarism, which is illegal. Various methods to avoid plagiarism are strictly applied by us to every paper, and, if found guilty, you may be blacklisted, which could affect your career adversely. To guard yourself and others from possible illegal use, please do not permit anyone to use or even read your paper and file.

Criterion for Grading a Research Paper (Compilation) by Global Journals

Please note that following table is only a Grading of "Paper Compilation" and not on "Performed/Stated Research" whose grading solely depends on Individual Assigned Peer Reviewer and Editorial Board Member. These can be available only on request and after decision of Paper. This report will be the property of Global Journals

Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

Index

A

Abandonar · 19, 21
Angustia · 16, 17, 19
Apenas · 15, 22
Aunque · 17, 18, 20

C

Cabaña · 19
Coercitivas · 14

D

Desparramado · 18
Discurso · 14, 16, 22
Durkheim ·39

E

Escritores · 14, 17
Estudiosos · 14

F

Fetish ·37,39, 11
Fuerzas · 14, 16, 19

G

Ganímides · 18

L

Lenguaje · 14

M

Muchos · 14, 15, 20, 22

P

Protagonista · 17, 18, 20, 21
Pueblo · 17, 18, 19

S

Seguirse · 18
Sobre · 15, 16, 17, 18, 19, 20, 21, 22



save our planet



Global Journal of Human Social Science

Visit us on the Web at www.GlobalJournals.org | www.SocialScienceResearch.org
or email us at helpdesk@globaljournals.org



ISSN 975587

© Global Journals