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Effects on Online Advertising

Study on Innovation Impetuses

Discovering Thoughts, Inventing Future

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Impact of Social Networking Sites on Hospitality and Tourism Industries

By Dr. Rashad Yazdanifard & Lim Tzen Yee

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Abstract- This research paper investigates the impact of social networking sites on the hospitality and tourism industries. A social networking site is a type of social media that provides a platform for people to connect with each other. Social networking is so versatile that it can be used for both leisure and business purposes. In the hospitality and tourism industry, social networking sites are one of the essential tools that play an important and beneficial role. Content on social networking sites could affect the marketing in both positive and negative ways. The topic that will be discussed in this research paper are consumer behavior, connection with consumers, effectiveness in terms of time and cost, creating brand awareness and building the image of the company, promoting company, targeting consumers, and finally, the disadvantages.

Keywords: social networking sites, social media, hospitality industry, tourism industry.

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Impact of Social Networking Sites on Hospitality and Tourism Industries

Dr. Rashad Yazdanifard [α] & Lim Tzen Yee [σ]

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I. Introduction

The rise in popularity of social networking sites has led social networking to become a global phenomenon. After many countries gained Internet access, the increase in the use of Internet started influencing the economy and social life at the beginning of 20th century (Milano, Baggio & Piattelli, 2011). Later on, in the era of Web 2.0, as social networking advanced, an increasing number of users on the Internet began to participate in social networking websites and this has resulted in the system of social networking to change (Milano, Baggio & Piattelli, 2011; Seth, 2012).According to Clark and Robert (2010), social networking sites are now mainly used for "job networking, targeted marketing, and entertainment". (p. 507).

Social networking is a type of social media; social networking sites allow Internet users to connect with people and create information. Social networking sites are originally used for entertainment purposes however an increase in the use of Internet and information communication technologies has shifted the way people communicate with each other, mainly in the hospitality and tourism industries (Assenov & Khurana, 2012; Clark & Roberts, 2010). For instance, social networking sites like Facebook allow registered users to interact globally and freely with people who share the same interest by uploading photos, sharing posts, chatting, commenting on the posts and also getting replies, such features allow companies to get quick feedback from consumers whereas consumers are able to receive responses immediately. These software and technology features which are available on social networking sites are also part of the Web 2.0 system (Seth, 2012). "Web 2.0 has also given popularity to user generated content (UGC) where information is gathered from different online sources all of which collaborate to form the final source" (Seth, 2012, p. 9).UGC has replaced traditional marketing in terms of media advertising. The advertisements are often sponsored posts promoted by people on social networking sites and these online advertisements appear to be more trustworthy than advertisements from mass media like televisions, radio, newspaper and magazines (Li & Darban, 2012). Manap and Adzharudin pointed out that consumers were more likely to be convinced to buy a product that is recommended by people who had experienced it (experience good) rather than a search good, the researchers also stated that it is possible to frequently utilize this strategy in the tourism industry. (2013)

The change in consumer behavior is majorly affected by the social networking sites which provide platforms for consumers to connect with the company and other consumers (Bilgihan, Peng & Kandampully, 2014).The explosive growth of the population of Internet user son social networking sites has had a huge impact on hospitality and tourism industry whereby consumers are changing the rule of marketing. In order for a company to be successful in business, it is necessary for marketers to make decisions based on consumer needs, changes in society and also the development of technology. By doing, it not only satisfies consumers but also strengthens the relationship with customers to ensure they make a comeback. In addition, social networking sites also help to record the information of consumers so that it is easy to be obtained whenever needed (Assenov & Khurana, 2012). In addition, social networking sites also provide social communication services which could create brand awareness and build a good image for the brand (Bilgihan, Peng & Kandampully, 2014).

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II. Influences on Consumer Behaviors

Photo and video sharing have become a norm in the 21st century (R'athonyi, 2013).People are connected with their friends and family through social media, specifically social networking sites. An individual is able to see what is happening around the world by sitting comfortably and with just a swipe on the screen or a click on the mouse. The tourism industry can take the golden opportunity that is social networking sites to attract consumer through photos and videos of breathtaking sceneries. According to Cem (n.d.) more than 20% of US Internet users, who are followers of a specific brand on social networks, follow a travel brand. The followers or visitors of the tourism websites are able to look at the review of their consumers when loyal consumers upload their photos of the hotels, restaurants and destinations on their own personal websites (such as Facebook) which directly link to the tourism's website. Besides that, online reviews – also known as word of mouth (WOM) are also a major factor to attract tourists (Manap & Adzharudin, 2013). As mentioned above, in the introduction, people trust WOM more than traditional marketing. Fotis, Buhalis and Rossides (2012) reported that 82% of US customers who go online looked up online reviews from travel site for travel related decision-making. There are many consumers who see social networking sites as the most trusted source of information due to information provided by people they know or at least have a passing acquaintance with, and are especially going to trust the people that are amongst their relatives and friends. Besides, attracting or detracting an individual, online reviews also provide information to an individual so they can picture their destination (Manap & Adzharudin, 2013).Naturally, travelers often base their expectations on other travelers' experiences to get as much beneficial information as they can to avoid risk and also to boost up travelers' confidence while decide on their travelplans (Fotis, Buhalis & Rossides, 2012). According to R'athonyi (2013) Trip Advisor is currently the largest travel review website, with 74 million of active users who check the website to get advice on planning their holidays. In addition, social networking sites can be accessed through smartphones, Bredican and Vigar-Ellis (2014) stated that the effectiveness of mobile apps influences more post-purchasing behaviors that is found in consumers.

III. Connect with the Consumers

Another tool that is provided by social networking sites is the communication tool. Hvass and Munar (2012) mentioned that the development of information communication technology (ICT) has improved consumer communication. Smart phones have also allowed consumers easier access to social networking sites by using mobile applications (Dimitris & Vasiliki, n.d.).With an easier access to social networking sites through mobile apps, it has brought numerous benefits for the industry like building relationships, creating brand awareness and maintaining loyalty with consumers (Bredican & Vigar-Ellis, 2014). Communicating with the consumers helps to make a positive impression of the company and also to build trust and strengthen the relationship with new and loyal customers. Just having a conversation with consumers by using advertising words is not going to help, instead, the conversation has to be trustable so that consumers will be persuaded with those words and so be interested in the product and services of a brand(Dina & Sabou, 2012).The Internet is a virtual place where many consumers search for information for decision-making regarding tourism and hospitality through communication (Popescu, Iancu, Vasile & Popescu, 2013).Consumers are able to interact with other consumers to share their experiences and also express them selves which may attract new consumers and retain the loyal customers or drive away the other consumers. Besides that, gathering the comments written by consumers also helps to improve the company. Apart from this, consumer gets direct access service to the company without travelling for a face to face meeting(Seth, 2012).Seth also stated that social networking sites that appear to be "easily accessible, straightforward, and appealing" find it easier to get consumers to be involved. (2012)

IV. Cost and Time Effective

Many hotels are aware that social networking sites are important for them to gain popularity in order to create brand awareness (Assenov & Khurana, 2012).Hospitality and tourism industries that take part in social networking sites often have to stay active online in order to not miss out any posts. Therefore "hotels are working on investing more in social media in terms of personnel and time as currently for them it is not a very high investment" (Assenov & Khurana, 2012, p. 331).All these investments of time and money on social networking sites are considered inexpensive but allow for effective and efficient use as a marketing tool. Furthermore, social networking sites are convenient as they allow ease of access to customer replies. Besides that, using better communication technologies brings more efficiencies, teamwork and flexibility to suppliers of a company (Lange-Faria & Elliot, 2012).The use of networking sites via mobile apps can also improve social networking strategy due to a faster access compared to mobile websites and it can be accessed off-line which is convenient (Bredican & Vigar-Ellis, 2014).Moreover, search engines have become another essential tool because there is too much information on the Internet (Xiang & Gretzel, 2010). Accessing the

Internet does not take a very long time and searching on the Internet is fast and efficient, so people tend to rely on the Internet as the main source of information (Dina & Sabou, 2012).

V. Create Brand Awareness and Build Image

An increasing number of hotels have participated in social networking sites, which has helped to build the image and to promote their hotels as the popularity rises. Convincing the consumers that their money is well spent on the hotel's deals will help to make a comeback to business as well as create brand awareness (Mahmoodet al, 2012). As mentioned, social networking sites can affect the industry in positive and negative ways. It does not matter if it is a small business or a franchise(Mahmoodet al, 2012).Once a company gets involved in social networking sites, the information is out there and there is no way to go back on it so every action has to be taken responsibly. Every reply to reviewers is important to maintain the brand image. More business in the hospitality industries are using social networking sites for their own benefits (Mahmoodet al, 2012).The responses to consumers are to be replied with morality in order to secure their image and brand regardless if the reviews are interpreted in a good or bad way (Mahmoodet al, 2012). Mahmood and others (2012) stated that "with the rapidly changing technology it is impossible for any hospitality operator to ignore the social media" (p. 2).

VI. Promotion

Social networking sites are becoming an important way of communication for promoting products (Indian Express, 2014). According to Zeng (2013) a good plan to promote marketing is by utilizing social media to sell tourism goods. Other than that, using social media can also help to announce the latest promotions. For example, a last minute promotion can be posted on social media when time is limited and there is no time to print out leaflets for distribution. Without printing those leaflets, costs are reduced as well. Since there are millions of users on Facebook, it would be a waste if there is no interaction between the consumers and the company. Assenov and Khurana (2012) suggest that it would be prudent topromote special offers that are only available for Facebook users who are a Facebook fan of their Facebook fan page. Such an event can help to promote their brands and retain loyal consumers. It would also be a good way to promote their merchandise on social networking sites.

VII. Targeting the Consumers

A company can get to know more information about their consumers' needs and their behaviors. They can also improve their Customer Relationship Management (CRM) through social networking sites. When a company understands what their consumer wants depending on their income, it is easier to target at their consumers and persuade them to buy their products and services. In order to understand consumers' behavior the main key is to understand their purchasing decision making in details (Twumasi & Adu-Gyamfi, 2013).Social networking sites have potential to spread the words therefore the sites make everything easier for the company to target their consumers and to reach their targeted consumers(Murray & Waller, 2007).

VIII. Problems

Social networking mostly depends on the general perception of word-of-mouth (WOM) or now called the electronic word of mouth (eWOM) which contents are generated by consumers online. WOM and eWOM share the same purpose that is to "provide information to other consumers", (Ranjha, 2010, p. 17) which will either promote or defame a brand but in eWOM, comments are posted from unknown online users whom reputations are lacking, so consumers who check the site do not trust the sources (Lange-Faria & Elliot, 2012).Studies have shown that social media influences the tourism industry in both positive and negative way (Litvin, Goldsmith & Pan, 2008).In modern times, social networking sites have tremendous growth in user accounts therefore "the marketing trends have now changed and instead of firms communicating to their consumers now consumers can also communicate with other consumers using social media" (Assenov & Khurana, 2012, p. 3). A consumer may give a false statement that is negative by sharing a testimonial or recounting an experience or downloading content based on his or her personal impression towards the company, and others in the network may be affected by the opinion of the consumer (Seth, 2012).

IX. Discussion

The information shared on social networking sites have definitely contributed a lot on influencing consumers' behaviors but there are some limitations throughout this investigation. For example, utilizing social networking sites effectively could also build desire of consumers towards learning more about their products and services to have a better understanding so that consumers would not fuss about searching for more information. On the contrary, consumers are expected to have a higher chance of getting convinced.

Targeting consumers through social networking sites does not necessarily have to base on their income and their behavior. When the market is focused on the income of the consumers, the company is actually limiting themselves to promote their products and services from more consumers with either lower income or higher income than the targeted income of consumers. As well as observing the behavior of the consumers, it might not be the one affecting the sales or the market as there is a possibility of other sources or factors that may boost up the sales. The result from the observations of the consumers' behaviors may fall into a category which forms the characteristics of a social generation, but not the other generations, so the other people who lie under the other generations are neglected which might be the reason why the targeted consumers are narrowed.

Since people prefer experience goods than search good, company coulden courage loyal consumers to share their testimonials and experiences on the products and services with rewards. For example, offering special privilege to the followers on their websites. Consumers feel appreciated by the company as an individual to have the opportunity to share their satisfying experience. Moreover, it is a natural "habit" that many Internet users adapted which is having the eager to share their happiness online to other Internet users around the world. This strategy is beneficial for the company to retain loyal consumers, attract new consumers and create brand awareness.

However, such strategy does not apply to all the people around the world; there are individuals who do not fully trust eWOM as they perceive the Internet post as a scam and they might be at risk of being a victim of social media scams. On top of that, there are also bad reviews on the Internet discussed among other Internet users. The actions of posting negative information affect other consumers' confidence of trying the products and services.

X. Conclusion

Social networking sites strategy is getting popular in the hospitality and tourism industry. Many firms started to use social networking sites for the purpose of communication. In the case of the tourism industry, the communication among consumers has a huge impact on the way a consumer makes their destination decision. Social networking has also given the opportunity for the industries to connect with their consumers and employees in a quick and efficient way. The wide connection of social networking is a good way to spread information around the world, especially for business promotion and to build the image of a specific brand.On the other hand, it is convenient for a company to target their consumers by using the data given by the consumers who registered an account on the social networking site. Lastly, social networking sites allow everyone and anyone to write their opinions and post it online, which not only brings advantages to the company but also disadvantages because certain users might defames the brand through word of mouth.

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Study on Innovation Impetuses in Northeast Manufacturing Industries

By Min Zhang

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Abstract- This paper based on current status of domestic and foreign researches, connotation of dynamics of industrial independent innovation, as well as that of industrial independent innovation dynamic system is studied. The connotation of industrial independent innovation dynamic system of manufacturing industry in Northeast region is made clear. Dynamic factors of independent innovation dynamic system of manufacturing industry in Northeast region are elaborated.

Keywords: northeast region; manufacturing industry; independent innovation; dynamics.

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Keywords: northeast region; manufacturing industry; independent innovation; dynamics.

I. Introduction

This paper puts forward the definition of industrial innovation impetus after reviewing and summarizing research at home and abroad. Industrial innovation impetus refers to direct factors that propel industrial innovation activities, or the driving forces that motivate enterprises in the industry to invest a lot of manpower, materials and financial resources in independent research and development, and thus promote the independent innovation ability of the industry. For manufacturing industries in northeast China, Study on Innovation Impetuses in Northeast Manufacturing Industries is an effective means to promote the development in northeast China.

II. Dynamic Factors of Independent Innovation Dynamic System of Manufacturing Industry in Northeast Region

a) Influence of Entrepreneurs' Innovation Trait

In enterprises, independent innovation behaviors are to "realize new combinations", while entrepreneurs are the "people who promote the realization of new combinations". Their behaviors are driven by the pursuits of monopoly profits or excess profits and the aspirational "entrepreneurial spirit" beyond profits. The goal or ultimate result is to achieve new combinations, namely "independent innovation" (Song X M,1993). Industry is composed of enterprises. Within an industry, entrepreneurs share some common traits. Let's take the world's auto industry as an example. Henry Ford, Karl Benz, Sakichi Toyoda and Soichiro Honda are all entrepreneurs passionate about innovation. It can be clearly seen that entrepreneurs' innovation trait that arises from their spirit, personality and temperament is a not-replicable critical key to the success of independent innovation of the industry they belong to. Looking back on the world's industrial development history, we can see that the rise of a nation's industry in essence is the birth of a combined model of production factors and that entrepreneurship is the "glue" that combines all these key factors of production.

Innovation trait of entrepreneurs in manufacturing industries in northeast China also affects the independent innovation activities of the entire industry. There are a huge bunch of manufacturing enterprises in northeast China. During the planned economy, manufacturing enterprises in northeast China mainly relied on projects, fund and policies granted by the government and conservative entrepreneurs lacked or even had no spirit of independent innovation. This trait of entrepreneurs hindered innovation activities in manufacturing industries in northeast China and the cross-industry and blocked cross-region technical communication. With the proceeding of reform and opening up and the successful reform of SOEs in northeast China, entrepreneurs in manufacturing industries in northeast China also began to change their concepts. There emerged a host of entrepreneurs with innovation spirits, such as WEI Hualiang from HMCT Group, CHEN Huiren from Shenyang Machine Tool and DONG Qingfu from Dalian Machine Tool etc. The era bestowed challenging historic missions on a new generation of entrepreneurs, and meanwhile offered them great opportunities to make success and contributions. By advocating and leading enterprises to carry out independent innovation activities, these entrepreneurs turned their businesses around and made breakthroughs.

b) Pulling Force of Industrial Chain's Demand

Independent innovation activities of manufacturing industries are closely associated with the demand of the industry chain. The demand of industry chain is the starting point and the ultimate goal of industrial innovation, and the main driving force that drives and pulls industrial innovation. As the main entity of the great industry, manufacturing industry is characterized by complicated industrial structure and

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diverse categories. The manufacture of some capital goods or durable consumer goods may reach up to thousands and even tens of thousands of pieces, so the industry chain is much longer than that of the agricultural and service industries. Demand of an enterprise in the industry chain will induce a series of independent innovation activities of other enterprises associated with that enterprise. Therefore, industry chain's demand is the major and sustaining force that propels independent innovation of the whole industry (Song X,1997).

In manufacturing industries in northeast China, mainframe enterprises coexist with parts enterprises. Because of significant technical correlations, the demand for a product in the market will be transmitted to the upstream industries (or enterprises) and downstream industries (or enterprises) through the technical chain and activate associated industries (enterprises) to make constant incremental innovations and breakthrough innovations in share technologies, thus forming a "demand-innovation-and innovation" virtuous f upward cycle. This paper takes HMCT Group as an example to illustrate this point. Three Gorges generators are machine sets with the largest capacity, the largest diameter, and the largest weight in the world. The design difficulty, manufacturing complexity and demanding requirements pose great challenges even to the world's leading hydraulic turbine manufacturers. When Three Gorges generators called for bidding in 2003, HMCT Group was even not qualified to attend the bidding due to technical reasons. In order to fill the gap in the project of Three Gorges generators, HMCT Group established cooperation with foreign investors and made constant attempts and explorations, eventually grasping foreign advanced technologies after just a few years. In the subsequent tendering of right bank machine sets of the Three Gorges, HMCT Group obtained the qualifications for bidding due to its own strengths and advantages. Through the extremely rigorous and competitive process, HMCT Group managed to pass the test and win the bidding by virtue of its innovation in generator cooling technology and runner design, scooping an order of four machine sets for the right bank of the Three Gorges. Among these four machine sets, the 26# machine set was independently designed and manufactured by HMCT Group, becoming China's first super-large turbine generator set with independent intellectual property rights. The 26# machine set's two key technologies in new runner and cooling took the lead in the industry for three to five years. Meanwhile, independent innovation activities in HMCT Group were also transmitted to other associated enterprises in the industry chain through industry chain's demand and successfully triggered off innovation activities of these associated enterprises.

c) Inducing Force of Added Value of Industrial Technologies

The added value of technology refers to the surplus value incurred from advanced technology that reduces costs or improves quality and hence increases the sales in the production process. Application of science and technology is an effective means to improve the technical content and added value of products. Technical content is also known as technological content, independent innovation is the source of products' technical content(Gupta,1991). Only with the presence of technical added value can the whole industry make profits. The pursuits of benefits and realization of interests are all the impetuses that inspire independent innovation activities. Therefore, for manufacturing industries in the northeast region, the added value of industrial technologies is an important force that induces industrial innovation.

To break the long-standing technical monopoly of imported CNC machines over some of China's core manufacturing areas and increase the added value of China's machine tools, Shenyang Machine Tool Co., Ltd cooperated with Tongji University and Beijing University of Aeronautics and Astronautics to build an open technology research and development platform in Shanghai and Beijing respectively, and took advantage of the R&D platform for joint development activities by inviting famous scholars and experts at home and abroad. Meanwhile, to absorb more world-class technologies, Shenyang Machine Tool Co., Ltd. established divisions of the research and development platform in Germany and other countries, focusing on research and development of high-tech products via CNC advanced technologies. Through unceasing innovation activities, Shenyang Machine Tool Co., Ltd. developed and expanded its products from general machine tools to CNC machine tools, and even to intelligent and complex CNC machining centers, making incessant technological improvements. Now its output rate remains above 50%; among five domestic CNC machine tools, one belongs to "Shenyang CNC" tools. A bulk of mid-end and high-end CNC machine tools are working in core manufacturing areas in the equipment manufacturing industry in northeast China. When monopoly of imported CNC machine tools was being broken through independent innovations, Shenyang Machine Tool Co. also achieved huge economic benefits by increasing the technical added value.

d) Support of Industrial Innovation Policies

As an external economic activity, innovation in an industry not only promotes the progress of the industry but also gives a strong impetus for the development of other industries. This holds particularly true for innovation activities of great economic significance. Therefore, it would be inadequate to rely on the market and technology and other factors to promote independent innovation. There should also be support of innovation policies. For this reason, almost all governments have implemented supporting and incentive innovation policies and means. Governments of some countries have a long history in innovation policies. For example, Britain and France sought after methods for the precise measurement of longitudes with a large bounty in 1714 and 1716 respectively. The British Committee of Technology and Industry Awards also set up an award to encourage the reform of the spinning machine in 1761(Cooper,1983).

As "the elder son of the People's Republic of China", northeast China encountered setbacks in the early stage of transition from a planned economy to a market economy. However, strategy of rejuvenating the traditional northeastern industrial base of China gave a great boost to people's confidence in revitalizing manufacturing industries in northeast China. The government also introduced a lot of policy support to promote independent innovation activities in northeast China. The State Council released in 2006 the Several Opinions on How to Rejuvenate the Equipment Manufacturing Industry in Northeast China, offering a strong strategic support and policy guarantee for independent innovation in the equipment manufacturing industry in Northeast China. Now innovation impetus in the equipment manufacturing industry in Northeast China continues to increase, with an obvious rise in the ratio of R&D investment to sales revenue, promoting steadily forward a new market-oriented independent innovation system led by enterprises through cooperation among industries, universities and research institutes.

e) Support of Industrial Innovation Talents

Manpower is one of the most important production factors and an important asset of great significance. A certain number of innovation talents with a certain degree of quality are the basic guarantee for innovation activities in the northeast manufacturing industry. Therefore, talents are the main force of innovation in manufacturing industries in northeast China, mastering professional skills in all aspects. Talents are also a source and an important impetus for innovation in manufacturing industries in northeast China.

Universities and research institutions in northeast China offer significant talents and strong technical support for innovation in the local manufacturing industry. Colleges and universities are clustered in Northeast China, delivering a large troop of technical talents to the northeast manufacturing industry every year, especially talents with automotive expertise. Research institutions share human capital and technical resources with enterprises through constant scientific research collaboration. The professional knowledge and skills of these talents are rooted deeply in manufacturing industries in northeast China, promoting continual innovational activities in that industry. Meanwhile, these talents can convert existing knowledge and technical resources into productive forces by applying R & D activities effectively into innovation practice, advancing the development of innovation in manufacturing industries in Northeast China.

f) Driving Force of Industrial Innovation Technologies

Science and technology, the primary productive force, is constantly applied in production. It is the most active and most revolutionary factor. Independent innovations in manufacturing industries in northeast China are technical and economic activities characterized by investments in new technologies. These new technologies are preconditions for carrying out innovation activities in manufacturing industries in northeast China, and the driving force for promoting innovation in that industry.

Manufacturing industries (especially the equipment manufacturing industry) in northeast China are an importance base for scientific research and production. Particularly in recent years, manufacturing enterprises in northeast China worked with research institutions and developed a large number of major devices and technologies, filling the technical gap in China. For instance, Shenyang Machine Tool Group completed the development of the overhead five-axis gantry machining center, the turn-milling machining center and other new products. Dalian Machine Tool Group independently developed the BK50 five-axis gantry machining center and high-speed spindles and linear guides. Changchun Institute of Optics, Fine Mechanics and Physics carried out research work around luminescence, shortwave optics, space optics and other fields and achieved forward-looking innovation achievements with independent intellectual property rights and a wide range of application prospects. A series of R&D activities and technological achievements played a very significant role in promoting innovation in manufacturing industries in northeast China. They became the technical base for further development of industrial innovation activities and provided an important guarantee for industrial innovation activities in northeast manufacturing industries.

g) Fund Support for Industrial Innovation

Any innovation activities should have sufficient fund as foundation. Innovation fund is an important impetus and guarantee for independent innovation in manufacturing industries in northeast China, and the source of scientific and technological reform within the industry. For this reason, countries around the world especially Western developed countries make a huge investment in innovation. According to the Western experience, huge investment in research and development is the main driving force for the country's economic growth and industrial technological progress (Tidd, 2001).

Because of a long and extensive industry chain, manufacturing industries in northeast China (especially the equipment manufacturing industry) need a huge amount of fund to carry out independent innovation activities. Innovation in northeast manufacturing industries is mainly funded by the government, enterprises and financial institutions. Innovation fund is one of the important impetuses for independent innovation in northeast manufacturing industries, ensuring the smooth proceeding of innovation in these industries. Meanwhile, the intensity of capital investment also directly determines the results and effects of innovation activities.

h) Adhesive Force of Information for Industrial Innovation

Human society has entered the information age today, so information resources play an increasingly important role in innovation activities in northeast manufacturing industries. Information is characterized by universality, sharing, convertibility, hierarchy, transmittability, transmission and diffusion, sustainable use, a certain degree of timeliness, and cyclicity. The preconditions for improving the innovation capability of manufacturing industries in northeast China are to collect, collate and study the latest technological information related to the industry. Information work is not only conducive to promoting independent innovation activities in manufacturing industries in northeast China, but also beneficial for saving innovation fund and increasing innovation efficiency (SUN Bing, 2008).

Agencies, one of the main interest entities in China's northeast manufacturing industries, are dedicated to providing relevant information for other stakeholders of industrial innovation. The information can link and bond enterprises, governmental departments, industry chain users, universities, research institutes, financial institutions, agencies and other main innovation stakeholders in manufacturing industries in northeast China, all of which work together to promote the development of innovation activities in northeast manufacturing industries. More specifically, innovation stakeholders in northeast manufacturing industries build a communication bridge, speeding up technical communication and resource exchange. Meanwhile, northeast manufacturing industries can be closely linked with the external environment to absorb "materials and energy" related to innovation and thus ensure smooth industrial innovation activities in northeast manufacturing industries.

III. Conclusion

This paper identifies the impetuses for the innovation system of manufacturing industries in northeast China, including Influence of Entrepreneurs' Innovation Trait, Pulling Force of Industrial Chain's Demand, Inducing Force of Added Value of Industrial Technologies, Support of Industrial Innovation Policies, Support of Industrial Innovation Talents, Driving Force of Industrial Innovation Technologies, Fund Support for Industrial Innovation, and Adhesive Force of Information for Industrial Innovation. How to utilize the role of these factors in promoting innovation activities in northeast manufacturing industries to promote the development of innovation activities in these industries will be a new research topic.

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Native Advertising and its Effects on Online Advertising

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Abstract- According to Financial Times Limited (2013), the digital revolution has made many business models obsolete and advertising companies see this as a welcome change. Online social networking and internal structural changes in the media market have changed how online advertising is done. This change has many concurrent forms and implications, and the most apparent of them might be the change in the various strategies and tactics companies are adapting in response to said changes; mainly advertising online in the form of native advertising; while one company is inhibiting media profitability in its current form, at the same time furthering the its corporate sponsors' agenda to promote and implement native advertising- or "non-intrusive" advertising- as the norm of online advertising.

Keywords: native/online advertising.

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NATIVEADVERTISINGANDITSEFFECTSONONLINEADVERTISING

Strictly as per the compliance and regulations of:

Native Advertising and its Effects on Online Advertising

Wong Qi Ming [α] & Dr. Rashad Yazdanifard [σ]

Abstract- According to Financial Times Limited (2013), the digital revolution has made many business models obsolete and advertising companies see this as a welcome change. Online social networking and internal structural changes in the media market have changed how online advertising is done. This change has many concurrent forms and implications, and the most apparent of them might be the change in the various strategies and tactics companies are adapting in response to said changes; mainly advertising online in the form of native advertising; while one company is inhibiting media profitability in its current form, at the same time furthering the its corporate sponsors' agenda to promote and implement native advertising- or "non-intrusive" advertising- as the norm of online advertising.

Keywords: *native/online advertising.*

I. Introduction

a) Online Advertising and Growth

Advertising conglomerates are not operating in a booming global economy, yet Financial Times Limited reported in 2013 that Publicis; a multinational advertising company based in Paris, France has reported an income growth of fifteen percent during the first half of 2012, tripling in share value in only five years. Financial Times Limited (2013) attributed the aforementioned success to Publicis' Digital Advertisement segment which made up 37 percent of Publicis' annual revenue of 7 billion Euros, which only barely made one tenth of Publicis' annual revenue in 2007.

Aside from advertising companies, as reported by Marketing News Weekly in 2013, Geoff Cook, the chief executive of MeetMe, a social discovery application, accredits company expectations of crossing $1million monthly mobile revenue to the launch of Feed Ads in March of 2013 which yielded 200% higher CPM (cost per thousand impressions) than their traditional banner advertorials.

Marketing News Weekly reported in 2013 that the global online advertising industry's annual revenue is forecasted to reach an estimate amount of $139.8 billion by the year 2018 while its compound annual growth rate is said to be 7.3% during the years 2013 through to 2018. When annual revenue $91.6 billion was reached in the year 2012, the global online advertising industry saw a compound annual growth rate of 12.4% from 2007 through to 2012. Marketing News Weekly also reported in 2013 that the reason for the success and immense growth of the online advertising industry was due to the growth of mobile advertising, increase in number of mobile subscribers, economical growth, expansion of online music and movie distributions, and users migrating to digital media, the constant change in customer behavior also contributed to the fact.

b) Implications of Online Advertising Success

Financial Times Limited (2013) reported that advertisers are capitalizing on the trend of online advertising and acquiring companies left and right, with Publicis alone making six acquisitions within six months, excluding 19 they made in the year 2012. However, this tactic seems to have met with mixed success; with Publicis reporting an increase to over 13 percent on capital return from 12.5 percent in 2007; to the contrary of Omnicom, which reported revenues among recently acquired overseas targets to be flat in the first half of year 2013, as reported by Financial Times Limited in 2013; however, as the price of targets are not disclosed by advertisers, determining the exact cost effectiveness of this strategy is difficult. Financial Times Limited also warned in 2013 that the acquisition of digital targets will become high cost and high risk as technology groups and advertisers join in bidding for them; and that digital advertising growth is looking to be priced in with WPP and Publicis both trading on 17 times their forward earnings – a high not seen in six years. Meanwhile in the UK, a surplus of 200% growth in display advertising in social media has prompted more than half of UK broadcasters planning to invest in online technology (Velaigam, 2011).

c) Native Advertising

Native advertising has been around as early as the 1930s, (Wilson, 2013); but a simple online search of the term "native advertising" procures articles titled: "Native Display Advertising Delivers Knock Out Punch to the Banner(referring to traditional online banner ads)" and "The Future of Digital Advertising" (Laird, 2013). However, native advertising in digital media is nothing more than the soap operas of the digital age; no different from print magazine advertorial pages; it is simply branded content tailored to the context of a publication (Wilson, 2013).

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Native advertorials are not to be confused with in-feed advertorials; as the latter is basically traditional banner advertorials camouflaged in a user's news feed, and do not offer relevant content (Aquino, 2014). As reported by Laird (2013), by adopting the same look as the blog or website it is placed in, native advertorials offer the user additional and relevant quality content beyond a traditional online advertorial, and is seen by some authorities as a more aesthetically pleasing, natural, and non-intrusive method for advertisers to reach consumers online; with most articles that refer to native advertorials as a superior alternative to traditional online banner advertorials proclaiming that native advertising will change the way business is done by advertisers in 2013, and that it already has in some ways.

Marketing Weekly News reported in 2013 that Sharethrough, a native advertising company, announced in the same year the first native advertising summit in the world; and called native advertising's market one of the fastest growing in digital media. It's hard to ignore the potential of native advertising when it allows consumers and producers such un-intrusive accessibility to each other; as per an example give by Crain's Detroit Business in 2014, a shopper who sees and is interested in a sponsored recipe in a grocery app clicks the recipe, and the advertised product that's included in the list of ingredients of the recipe is added to the shopper's grocery list- somewhat reminiscent of search advertising.

Advertisers and content publishers who were looking for different ways to display advertorials online have allowed native advertorials to gain momentum in the year 2012 (Laird, 2013). Native advertising is becoming more prevalent in; if not the norm of trending advertorial styles (Wilson, 2013); and native advertising will have an even more profound effect on digital advertising in the year 2013 (Laird, 2013).

As the very nature of native advertorials require an audience for it to interact with (Cooper, 2013); although less than 5 percent of IAC's dating division's revenue comes from advertising, Greg Blatt, who chairs IAC's Match group, said that matchmaking applications such as Tinder presents an opportunity for native advertising to expand on and is set to monetize; further adding that Tinder's existence is still too early as to realize its identity (O'Reilly, 2014).

Publishers are keen on understanding and implementing native advertising as a source of steady revenue; however, maintaining the credibility of their respective editorial brands comes above all else as not to jeopardize the readers' trust (Wilson, 2013).While prudent use of native advertorials can allow the right people to see the right content at the right times; when misused, native advertorials can damage brands and annoy consumers (Cooper, 2013). Research done by Liles (2009) show that consumers felt that advertisements embedded in soft news stories compared to advertisements embedded in hard news stories to be less offensive; suggesting that properly constructed native advertorials could reduce instances of consumer backlash.

However, there are downsides to native advertising as well, for example, as discussed in an article by Steigrad (2013), native advertising carries an inherent element of deception; while some authorities mentioned in the article argue that deception is not required to advertise, another argues that it has been shown that the less obvious a piece of native content was an advertorial, the more a consumer was interested in it. Laird (2013) stated that some native advertising opponents see native advertising as an elaborate term for an advertorial or as another one of many a ways for advertisers to profit off of certain firms.

Lee (2010) predicted that producers will soon opt for semi-private associations of publishers instead of advertising networks; which in turn will cause advertising prices to go up; but the higher CPM might very well be worth it.

d) *What of Traditional Banner Advertorials and Pop-up Advertorials?*

A research done by Wu (2014) found that although in-feed advertorials achieved a better Click-Through Rate, Facebook Right Column Advertorials actually outperformed in-feed advertorials, effectively achieving a lower Cost per Action. While online properties differ in marketing strategies, such as Yahoo and AOL opting to upsize their ads to a full webpage akin to magazine or television ads; while other online properties such as Facebook and Twitter opting for smaller ad sizes; banner advertorials have become a common language in digital marketing, therefore will not go away, but will become a cheaper alternative to native advertorials (Lee, 2010).

e) *Adblock Plus and Paywalls- Ways Consumers and Publishers Avoid Ads*

The Economist (2012) stated that Till Faida, co-founder of Eyeo, the company that owns Adblock Plus- a plug-in that blocks online ads, agrees that content requires ads to be paid for; thus giving users of this plug-in the option to allow "acceptable ads" (native advertorials).

Some publishers, reported by The Economist in 2012, have opted to adopt the Paywall method, i.e. only showing advertorials to non-members while allowing paying members to view premium content ad-free; this method have been met with varying degrees of success between publishers.

A paper by Bennett (2011) talked about certain laws in discussion that if implemented could prevent companies from profiling consumers online. Those, such as the American Federal Trade Commission and Adblock Plus, who are with the implementation of such laws argue that it is to protect consumer privacy; while advertising companies, who are against such regulations, argue that online profiling avoids wastage of marketing funds and aids both advertisers, consumers, marketers, and producers by being more precise in reaching target audiences with ads.

II. Discussion

While those who successfully create quality native content and manage to publish it with minimal consumer backlash has greatly profited from native advertising, those who do not have the necessary ability, credibility, or resources to do so is perhaps doomed to fail. The monetization of Tinder has its chairman saying that the identity of the app not truly defined yet, perhaps suggesting that native advertising could define an existing product in its entirety. Companies such as Eyeo wants to further the native advertising trend by distributing a plug-in called Adblock Plus that blocks all advertisements except native advertorials by default, claiming that they are non-profit while the companies that fund them stand to gain substantial amounts of money if the native advertorials are to be the only form of advertisements accepted online. With the ability to basically control which advertisements can or cannot be seen - unless specifically requested by the user to be allowed – indefinitely, based on Adblock Plus' self-definition on acceptable or unacceptable advertisements; could a monopoly on online advertising be possible, or are we already looking at the beginnings of one?

III. Conclusion

As long as there are producers and consumers there will be a need for advertisements, regardless of which medium the ads are in; and as media moves from print to digital, with the exception of the television, so has advertisement styles needed to evolve. Social media is a very interactive platform, and because native advertisements require interactions between the consumer and the content, it has become the natural adoptee of advertising companies as a default style of advertising. With the exception of inherent content, native advertorials not only rely heavily on the credibility of its publisher, but has the potential to destroy the credibility of said publishers. This has forced publishers to dabble in the lucrative business of native advertising with prudence, while some publishers choose not to dabble in it at all, instead opting for the cheaper traditional banner ads or the Paywall method. Some agree that internet users should not be profiled, while others argue that profiling saves time and costs, and as Levin and Milgrom stated in 2010, irrelevant ads are a waste and a nuisance. In the end, better advertorial content is always welcome, because you cannot annoy someone into liking you.

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Chinamasa's Mid-Term Fiscal Policy Review Statement: A Dog's Breakfast (2014)

By Dr. Silas Luthingo Rusvingo

Great Zimbabwe University, Zimbabwe

Abstract- The mission of this Paper titled Chinamasa's Mid-term fiscal policy Review: A dog's breakfast (2014) is to analyse the fiscal policy review in terms of poverty alleviation. After this analysis the Author will proffer a Summary, Conclusion and Recommendations.

Keywords: chinamasa fiscal policy review, dog's breakfast.

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I. Introduction

On 14 September 2014 the Finance and Economic Development Minister, Honourable Patrick Chinamasa announced a mid-term fiscal review policy statement whose highlights were as under listed:

- Tax evaders given six months amnesty to disclose and repay tax obligation.
- Finance minister proposed to empower Zimbabwe to pursue individuals-retiring or serving who owe tax obligations.
- 5% levy on voice and data tariffs effective October 1, 2014, duty on handsets and related gadgets hiked to 25%.
- Gold royalties slashed to 5% from 7% from October 1. Presumptive tax on small scale gold miners scrapped.
- US$73million had been disbursed for Victoria airport; US$38million farm equipment first batch had been received.
- Government to mobilize US$252.3 million for Presidential input scheme 2014/15.
- Government to provide US$184million for inputs.
- Amended the amount subject to withholding tax on lenders from US$250 per transaction to an aggregate of US$250 per year of assessment.
- Repealed the older definition of fiscalised devices provided in the Finance Act of 2012.
- Removed foodstaffs, washing preparations and beverages goods from the duty free certificate facility with effect from 1 October 2014.
- Reviewed downwards, royalty on gold produced by primary producers to 5% from 7%.
- Reduced presumptive tax on small scale gold miners to 20% from the current 2% effective from 1 October 2014.
- Levy customer's duty on mobile handsets at a rate of 25% with effect from 1 October 2014.
- Levy on excise duty of 5% on air time for voice and data with effect from 15 September 2014.
- Increase excise duty on diesel and petrol from 25 and 30 cents per litre respectively with effect from 15 September 2014 (Zivira 2014)

Having heard it from the horse's mouth up next is a statement on the relevant and related Literature Review and the Research Methodology carried out to expose the Research findings for discussion. Please do not go away as details on this coming your way in just a moment.

II. A Statement on the Relevant and Related Literature Review, Research Methodology and Discussion of Research Findings

In order to do full justice to the said topic, the Author took his study to a sampled number of prominent journalistic personalities from the private media[1] to give us their side of the story on the Honourable Chinamasa's mid-team fiscal review statement. After the relevant and related Literature Review and Research Methodology the Research Findings so exposed would then be discussed. Therefore without much ado the Author called upon the staff Reporter (2014) of the Standard newspaper to give us his side of the story on the topic 'Chinamasa's mid-term fiscal policy statement: 'A dog's breakfast.'

a) *Policy review does not inspire confidence (Staff Reporter 2014)*

Analysts and stakeholders said the Finance Minister Honourable Chinamasa's mid-term fiscal policy

[1] Private media from the print media comprise the dailies the most prominent of which circulating in Harare are Newsday and Daily News. The weeklies from the print media are the Daily News on Sunday, the Standard, Financial Gazette and the Zimbabwe Independent. The emphasis on the private media is for strategic reasons ie they are famous for balanced reporting meaning they state facts and figures as they are on the ground without fear, favour or prejudice. Whereas the public print media such as the daily Herald and Weekly Sunday mail owned by government are notorious for not stating the truth but pure propaganda in false praise of the government of the day e.g people dying of starvation in Zimbabwe is blamed on Western punitive sanctions on Zimbabwe when the brutal truth which obviously hurts is the underutilisation of land by inept black farmers after the much hyped fast track land resettlement programme of 2000.

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review and the associated measures do not inspire confidencefor the economic momentum required for economic growth and recovery. As in Section I Honourable Chinamasa had proposed a raft of measures to raise additional revenue in the wake of declining revenue from taxes and soaringexpenditures exacerbated by a ghost workforce numbering a staggering 75 000 civil servants (Staff Reporter 2014).

A Research Analyst said the proposed revenue measures being put in place highlighted the limited options government was facing in generating revenue.

'Such measures are short term as they do not address the key challenges in the economy. They are also going to strain the general populace further stiflingdemand', he said.

The grey imports are more affordable for locals compared to locally assembled cars in the absence of cheap financing from banks. Chinamasa said the local assembly of vehicles benefitted downstream industries such as paint, carpet material, glasses, tyres and batteries manufacturing, among others.

'These industries have however; either closed or are operating at very low capacity due to low demand for goods and services from local vehicle assembly plants', he said adding that the measure takes into account the need to protect consumers from unfair pricing and substandard products. Local car assemblies have no capacity to meet demand. In addition, their prices are beyond the reach of many in a harsh economic environment. Willowvale Mazda Motor Industries stopped assembling cars in 2012.

'You cannot say you are protecting industry because we do not have industry to talk about. The economy is dead',former Finance Minister Tendai Biti said.

He said Zimbabweans were on the rocks with company closures yet Honourable Chinamasa was imposing a tax burden to improve the fiscal revenue.

'It is a measure that seeks to draw water from stone. Why tax food stuffs, vehicles, handsets and airtime which is the only form of communication our people have? It is the worst fiscal statement I can remember.' Biti said.

The past president for the confederation of Zimbabwe Industries, Kumbirai Katsande said the Honourable Minister was looking for revenue raising measures in the wake of shrinking consumer demand and tax base (Staff Reporter 2014).

'I think this is a desperate situation. Government is not anywhere near what the existing recurrent expenditures are. We need to look at ways to reduce our costs as well, that is critical.' he said.

Katsande said, Honourable Chinamasa needed to be supported in his efforts to get foreign direct investment. Economist John Robertson said Honourable Chinamasa was wrong about the economy growing as it will only shrink further.

'The measures introduced will reduce the amount people can spend on other things. Shops will record lower profits and there will be fewer tax sources from other sectors, there is no gain for government, he said.

Robertson said that the case of doing business in Zimbabwe is one of the lowest in the world and the new measures only worsened the situation.

'Government still has to build factories and the duty increases targeting food and household items are a start in the wrong place. Most active farmers in Zimbabwe are growing tobacco and not food.' said Robertson.

The then late analyst Eric Bloch said government still had a long way to go, saying the increases in duty were inflationary.

'The increase in fuel for example will increase the cost of transportation of goods. This will affect retail process and impact on the population negatively (in terms of cost of living).' he said.

'Nothing was said about stimulating investment, reinstatement of export incentives or steps to inspire investors' confidence.'

A researcher analyst said the mid-term review highlighted the glaring fact growth in the economy was slowing down as shown by a downward revision of growth projections.

'With soft commodity process and a struggling manufacturing sector and lower funding even in the agriculture sector, we do not see the 3.1% target being achievable.' he said. (Staff Writer 2014).

Another prominent journalist who spoke to the Author through his column in the Financial Gazette warned the budget review would undermine recovery prospects and worsen an already gloomy economy outlook. Details on his contribution on the direction the economy was going to take after the disastrous policy review policy statement coming your way in just a moment.

b) Budget Review Unlikely to Halt Economic Decline (Mukoshori 2014)

Zimbabweans are bracing for turbulent times as the beleaguered Zimbabwean economy, painfully creeping into recession, faces fresh waves of price hikes, company closures and job losses after a dog's breakfast winner-take-all budget review made largely to raise more cash for the cashless government. The financially hamstrung government displayed its lack of capacity to deal with a stubborn crisis by unveiling sweeping fiscal measures that left economic commentators and watchers worried about the direction of the economy warning that Zimbabwe faced its harshest test ever since abandoning its free falling

Zimbabwean currency in 2009 in favour of a basket of foreign currencies that halted stratospheric hyperinflation and temporarily brought stability into the economy. Leading economist in Zimbabwe John Robertson said finance minister Honourable Patrick Chinamasa's desperate fiscal measures were going to stoke the dreaded economic recession and hurt ailing industries.

'They are devaluing the US dollar, said Robertson about the infamous budget review.

'They are putting a serious threat to the value of the US dollar in this country. Next year (2015) will no doubt be more difficult than 2014.' he said (Mukoshori 2014).

As an indication of how out of sync Zimbabwe pricing trends are viz-a-viz global and regional comparatives, the selling price of maize is about US$420 per tonne which was significantly higher than the regional prices of US$265 per tonne. Robertson argued that more belt tightening would increase the likelihood that Zimbabwe could plunge into another 'lost decade' of economic torpor that it had battled to shake off for 14 years since 2000, the year of the yet to be finalised fast track land reform programme which left the economy damaged beyond repair. While commercial farmers who had the know how were in rough ride fashion driven off the land to pave way for the inept black farmers who could not utilise the forcibly acquired land because they sold farming equipment. To make matters look worse for Zimbabwe economists and strategists had been steadily revising downwards growth projections for 2014 because the scales had been clearly tippled against recovery in the past nine months effective from January 2014. The analysts and economic watchers protested as Honourable Chinamasa, despite heavy criticisms and warnings from these concerned stakeholders, and battling to scale up foreign direct investment (fdi) inflows in the absence of reassuring policies, introduced a raft of damaging fiscal measures rejecting the Keynesian approach of economic stimulus, because treasury was hopelessly broke. Faced with a slide in revenues, Honourable Chinamasa had announced a 5% hike in mobile phone airtime rates, followed by a 25% import duty on hand sets as he repositioned state finances to overturn a slump on domestic revenue which was now projected at US$3.8 billion from a budget of US$4.1 billion. Mobile phone firms immediately announced a hike in tariffs. The negative effects of the economic slowdown that had been propelled by dozens of firm closures, at the frightening rate of 10 companies per month, had forced government to swallow its pride and scale down2014 growth projections to 3.1% down from 6.1% in a clear but rare admission that populist policies such as the much hyped land reform programme of 2000 switched off the arteries that had kept the comatose economy frail but alive (Mukoshori 2014).

Grappling with a black hole so huge it has had to stagger civil servants salaries and suspend a string of growth stimulating capitalprojects, government also hiked excise duty on petrol to US$0.30 cents per litre from US$0.25 cents a litre,immediately forcing service stations to respond through corresponding price increases. Honourable Chinamasa hiked duty on a wide range of imported finished products, hoping this would help cash strapped local producers, but Honourable Chinamasa had conveniently forgottenthat the borders through which imports are funnelled into the market are not only laden with stinking corruption, but are also leaking like a sieve.

'In the short-term, this will have a knock-on-effect on prices and hence inflation.' said Tsitsi Mutandwa economist at the Pan African financial service group BanABC.

'While the thrust is to protect the local industries the positive impact may not be realised if the country's boarders remain porous', said Mutandwa

'Government had on several occasions increased duty on fuel in order, to increase its revenue coffers', said Mutandwa.

'The first round impact of upward review of duty on fuel will see most service stationsadjusting their fuel prices. The second round impact could be a general increase on prices of basic goods in the economy.

Robertson said Honourable Chinamasa had put the cart before the horse.

'He has to bring them (frail and closed companies) back to operation before protecting them'said Robertson (Mukoshori 2014).

Among the goods to be protected were cooking oil, poultry, soap, maize meal, flour, beverages, diary produce, furniture, sugar, fresh and canned fruits and vegetables. Honourable Chinamasa hoped to halt accelerating collapse of industry by protecting them from cheap imports believed to have sucked US$3 billion out of the economy in the first half of the year. Robertson's blunt warning reverberated throughthe minds of economists cutting across sectors, including the banking sector which is grappling with a huge non performing loan portfolio amounting to US$750 million against deposits of around US$4 billion. While the fiscal policy review showed the economic picture had brightened recently, prices of tobacco projected to remain firm and in the tourism industry where accruals are projected to reach 3.2 million this year from 2.5 million in 2013, the country remains mired in a slump. Exports have been declining coming down from US$278 million in March 2014 and US$184 million in May 2014. The decline had been sparked by the continued closure of firms and challenges in the mining sector which is grappling with a slide in metal prices. Importers had

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continued going north rising to US$528 million in June 2014 from US$487 million in January 2014 fuelling the exportation of little liquidity available in a cash-strapped market (Mukoshori 2014).

During the period January toJune 2014 total exports stood at US$1.2 billion compared to US$1.5 billion during the prior comparative in 2013. Adding to the gloomy outlook that now faces Zimbabweans is the downward revision in a series of crucial economic indicators by government. National gross domestic product (GDP for 2014 is now estimated at US$14 million, from an initial budget projection of about US$14 million. Exports were now projected at US$3.5 billionin 2014 from a budget plan of US$5 billion. Analysts warned this would have wide ranging consequences on efforts to stabilize the economy and reset it on the path to growth. As Honourable Chinamasa took his position to face parliamentarians in mid September 2014, to outline the measures he hoped would arrest the decline that now poses the biggest threat to the ruling ZANU PF party's stay in power, these were the issues many expected him to tackle. But he misfired. He said government would mobilze US$252.3 million for agriculture under the presidential inputs scheme; US$184.8 million for small grains input support would be called out, while300 000 cotton farmers would receive a cotton input pack valued at US$33 cash. On paper this plan looked impressive, but the big question that he did not address was how the funding would be sourced. As with the frail economy, Zimbabwean banks are facing a difficult time and were saddled with high defaults of up to 18.5% out of the just under US$4 billion that had been pumped into industries (Mukoshori 2014).

Another contributor approached for his side of the story on 2014 mid-term fiscal statement had no kind words for the Honourable Chinamasa. Details of his contribution to the ongoing debate is coming your way in just a moment, so please do not go away.

c) Chinamasa's 'Poridge' Fiscal Policy Statement: A Zombie to the Economy (Rukara 2014)

Rukara was hard hitting in his condemnation of Honourable Chinamasa's fiscal review statement which he notonly said was a 'porridge' fiscal policy statement but in fact a zombie to the limping economy. According to Rukara (2014) the Zimbabwe economy had miraculously metamorphosed from being faint to flat, Honourable Chinamasa was then found busy dosing it with a horde of poisonous drugs of fiscal policies that are likely to see the economy lumber to its knees once again. While it is an undisputable fact that most if not all few remaining industries in Zimbabwe are import based, the haphazard imposition of duty on commodities, particularly grocery and gadgets in general, will aid to fuel the socio-economic and political disaster to the already troubled Zimbabweans. The general economy displays that the imposition of duty especially on basic commodities like cooking oil, sugar and flour will eventually result in the high cost of living for the already tax pregnant Zimbabwean citizens who had been left with nothing to enjoy while most of their meagre earnings are going for community service to a cashless government (Rukara 2014).

Taking cooking oil as a reference of the government of Zimbabwe wishesto promote protectionism of a few companies that are actually performing to the nearest none at the expense of poor productivity and efficiency due to absence of competition surely Zimbabwe will actually be locked in a metal box full of scorpions as the local industries are selling at exorbitant prices. Thus the 'Buy Zimbabwe' campaign is failing to gain relevance as of the present situation. Since a 2 litre cooking oil of olivine oil is actually going for US$4.50 while the same commodity from D'lite is going for US$3.20. Thus because of the low disposable income of the tax burdened Zimbabwean price sensitivity is the norm of the day. Ethically speaking the government of Zimbabwe was not supposed to burden the tax over burdened Zimbabweans by inheriting the Reserve Bank of Zimbabwe's US$1.3 billion debt. Honestly speaking the actual beneficiaries of the farm mechanisation programme that were done by the central bank under its quasi fiscal activities should be liable for meeting their obligations as borrowers (Rukara 2014).

Actually if the distribution of the farm inputs and machines had been done under prudent conditions without it being used as a campaign tool, otherwise there would not have been such an abnormal debt since the Central Bank is the master of knowledge on the borrowing and lending activities With the Finance Minister actually over borrowing the pre 2008 financial policies, the chance for Zimbabwe to plunge into the recessionary period is inevitable as the import tariffs will eventually hatch nasty results such as commodity shortages due to poor manufacturing performance. With the aim of meeting demand, manufacturers will hike prices that may force the government to conduct price controls so as to avoid increasing civil servants salaries. From the above explanation, one can see that the 2008 situation is knocking at the Zimbabwe economic doors, waiting for time to open so that is can fairly deal with us (Rukara 2014). While there is nothing wrong in the putting of tariffs and taxations what leaves scares on every one's mind are the modalities and methodologies that are being applied to the economy in consultation with the Zimbabwe economic pulse rate? Thus the government should ensure the safety of its citizens as fund raising machines. The Finance Minister should not seek to protect companies, that are actually performing to the nearest none as doing so is a seed bed for the imposition of economic disaster (Rukara 2014).

So far so good about the relevant and related Literature Review, the Research Methodology primarily designed to expose the Research findings which the Author has already discussed and interpreted. What is left undone is the Summary, Conclusion and Recommendationsof the Study. But up next, however, is the Summary. So please do not go away as details on this coming your way in just a moment.

III. Summary

The ignition to the discourse in this Paper kicked off with some highlights of Honourable Chinamasa's mid-term fiscal policy measures to grow the Zimbabwean economy in its 14^{th} year of economic meltdown. Chief among others, the bagful of fiscal measures taken to boost dwindling revenue in the government coffers were:

- Increase on the price of petrol and diesel.
- Levy on voice and data tariffs.
- Government to provide US$184 million for inputs and a horde of other fiscal measures to boost revenue to the financially hamstrung government.

There was a statement on the relevant and related Literature Review, Research Methodology to expose Research findings which were discussed as below.

Staff Reporter (2014)said, the much hyped mid-term fiscal policy statement did not inspire confidence because the measures taken so far did not address economic growth and economic recovery both of which were on the continuous slide southwardly.

Mukoshori (2014) pointed a grim picture about the country's economic prospects with the country's economy projected to creep into recession, a fresh wave of price hikes, company closures and job losses after the dog's breakfast winner take-all budget review made largely to raise cash for the cashless government.

In a blow for blow contest with Honourable Minister Chinamasa, Rukara (2014) went ballistic with his criticism of the 2014 mid-term fiscal policy statement where he called it 'poridge' and a zombie to the economy taxpapers who were to take over the US$1.3 billion debt incurred by the Reserve Bank of Zimbabwe which did not godown well with Rukara (2014) where he protested it was financial imprudence on the part of the central bank to incur such a debt most of it on quasi-fiscal activities during the unforgettable 2000 – 2008 Era. The conclusion of the Paper looks a good prospect to both the Author and the beloved Reader. So please do not go away as details on the conclusion are coming your way in just a moment.

IV. Conclusion

According to Rusvingo (2008) Kenkel (1984) defines a Research Hypothesis from a conclusion is derived as:

> 'A statement about the value that a parameter or group of parameters can take.

According to Kenkel (1984:843):

> 'The purpose of a Research Hypothesis testing is to choose between two conflicting Research Hypothesis about the value of a population parameter. The two conflicting Research Hypotheses are denoted as the Null Research Hypothesis denoted H_o and the Alternative Research hypothesis denoted H_I. These two Research Hypotheses are mutually-exclusive so that when one is true the other one is false.

Therefore the definitions of a Null Research Hypothesis H_o and the Alternative Research Hypothesis (H_I) are that:

> 'The Null Research Hypothesis (H_o) represents an assumption ie statement that has been made about some characteristic (or parameter) of the population being studied. The Alternative Research Hypothesis (H_I) specifies all possible values of the population parameter that were not specified in the Null Research Hypothesis (H_o).

Therefore for this Paper whose title is Chinamasa's fiscal review statement: A dog's breakfast (2014) the Null Research Hypothesis (H_o) and the Alternative Research Hypothesis (H_I) in respect of the Paper title articulated as above shall respectively be:

H_o

Honourable Chinamasa's mid-term fiscal policy statement is not a dog's breakfast.

H_I

Honourable Chinamasa's mid-term fiscal policy statement is certainly a dog's breakfast.

Given the overwhelming evidence as given elsewhere in this Paper including the Summary which is loud and clear for all to hear and see the Alternative Research Hypothesis (H_I) namely: Honourable Chinamasa's mid-term fiscal policy statement is certainly a dog's breakfast is to be resoundingly accepted while the Null Research Hypothesis (H_o)as above articulated is to be resoundingly rejected in light of the overwhelming evidence which is pro the Alternative Research Hypothesis (H_I) and overwhelmingly anti the Null Research Hypothesis (H_o).

With the thrilling conclusion of the study conveniently out of the way up next are the Recommendations which are primarily designed to address what Honourable Chinamasa did not do right in his much hyped mid-term Fiscal Review Statement. So details on this coming your way in just a moment.

V. Recommendations

The big question to answer in this part of the Paper is how, why and where did the Honourable Chinamasa bungle it up? Chabwinya (2014) from the weekly Zimbabwe Independent newspaper ison standby to play the devil's advocate role in defence of the hapless Honourable Chinamasa repeatedly bashed consecutively by Mukoshori (2014) Staff Reporter (2014), and Rukara (2014).

a) Chinamasa's policy shift deserves backing Chabwinya (2014).

The former Justice Minister Honourable Patrick Chinamasa's appointment in 2013 as Finance Minister was generally met with apprehension amid fears he would adopt a belligerent approach informed by his ZANU PF[2] party's anti-Western[3] stance, thus further alienating potential investors crucial in rescuing the country's sinking economy. As expected it had not been a stroll in the park for Honourable Chinamsain possibly cabinet's hottest seat and by his own admission the economy was giving him sleepless nights.

'I am not sleeping because I am trying to come up with ideas that may help revive the economy', he had been quoted as saying, (Chabwinya 2014).

His task had not been made any easier by rumours he could he beaded for the chop for his 'clueless' economic turnaround strategies and failure to mobilise local financial resources to improve civil servants, among other issues. Add to that public criticism from His Excellence President Mugabe, who had warned him to deliver or 'I will get someone else', and you can imagine Honourable Chinamasa, like a Greek God Atlas, must feel like he has the weight of the world on his shoulders. While so far the Honourable Minister has precious little to show for his tireless efforts to attract foreign direct investment and a financial bailout package to rescue the economy stuck deep in the doldrums the public's perception of him appear to have undergone a makeover (Chabwinya 2014).

Despite the limited returns, Honourable Chinamasa increasingly comes across a pragmatist-alive to the facts that Zimbabwe is in a global village and solutions to its economic crisis must, among other policies, include mending bridges with the West. In September 2014 Honourable Chinamasa said:

'In the interest of the country we should look everywhere in order to move forward and that means we should look to the East to the West, to the North and to the South. There should be no area we say we are not looking at to exploit opportunities for our country.'

It is the sort of no-brainer realism we have – as indeed many stakeholders have been advocating given the parochial nature and anachronism of government's, trumpted look East policy which, despite perennial claims of 'bearing' fruit has woefully failed to deliver (Chabwinya 2014).

His Excellence President Mugabe reoriented the country in 2003 in response to Western pressure over the chaotic land invasions and human rights abuses, declaring in 2005 'that there were people who think like us who are of the samehistory of colonialism as ourselves, people who have started developing their economies.' The Minister gave the impression he is eclecticism, taking on board the concerns of government, business, the public, international investor's and capital markets. Addressing captains of industry recently, Honourable Chinamasa said the state of the economy requires an inclusive approach where everyone brings forward ideas on how to turnaround the economy. Pit his efforts had been weighed down by policy discord in government wrought by party hawks that prioritise political considerations ahead of the national interest. As Honourable Chinamasa had bemoaned it sometimes appears as if ministers are not working for the same government due to policy contradictions (Chabwinya 2014).

All said and done what remains undone is obviously the statement on the key assumption to give the beloved Reader peace of mind after the rough ride through what appears a difficult to accept Mid-Term Fiscal Policy Statement announced by Honourable Chinamasa, Finance and Economic Development Minister. Details coming your way in just a moment.

VI. Key Assumption

In presenting this Paper the Author would, right from the outset, wish to reassure the beloved Reader that all the facts and figures herein contained were stated as they are on the ground without fear, favour or prejudice. And the mission of this statement is to give the Reader peace of mind on the undiluted contents of this manuscript.

From the rough ride through the Honourable Chinamasa's dog's breakfast type of Monetary Policy Statement a prayer for Zimbabwe is a fitting finale to the discourse in this Paper. The Author[4] will shoulder the

[2] ZANU PF is an acronym for Zimbabwe African National-Union Patriotic Front. The party is notorious for bad governance which was in contrast with the democratic trend in neighbouring peer countries such as South Africa, Mozambique and Zambia, among others famous for good governance. ZANU PF has been the ruling party in Zimbabwe since independence from Britain in 1980, led by His Excellence President Mugabe, first as prime minister and then as president from 1988 after the merger with ZAPU and retaining the name ZANU PF (Makurumidze 2014).

[3] Western as used in this context refers to the United States of America, European Union, Canada, Australia and New Zealand

[4] The Author, Dr. Silas Luthingo Rusvingo is a member of the Church of the Province of Central Africa (CPCA), Anglican Church, Avondale Parish, Diocese of Harare.

responsibility to pray for Zimbabwe and so please do not go away before the prayer coming to you in just a moment.

VII. The Short Prayer for Zimbabwe (Pew Paper 2014)

Mwari imi munoziva kuti takapoteredzwa nezvinorwadza zvizhinji uye nekusasimba kwedu tinoputsika: Tipeiwo simba renyu uye tidzivirireiwo kuti tikunde miyedzo yose; kubudikidza nokuna Jesu Kristu Tenzi Wedu. Amen.

(meaning O God, you know we are surrounded by many great dangers and that because of our weakness we often fail: grant us your strength and protection to bring us through all temptation; through Jesus Christ our Lord. Amen).

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Spatial Economy Approach and Development Disparity (Study of Heterogeneity in the Municipalities of Saida City -Algeria-)

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Abstract- The study of mechanisms of spatial convergence, and their impact on achieving spatial development is necessary to find out the strengths and weaknesses in the construction of local economies and which has become more of a condition to reduce disparities and spatial differences within the same geographic structure, in order to help and guide public economic and social policies for using development possibilities and resources more effectively. we will use a panel data analysis, to test the size of homogeneity between geographic regions and their importance in measuring levels of homogeneity or heterogeneity according to this study of unemployment and the spatial distribution of wealth ratios in municipalities ,The results of this analysis indicates the presence of heterogeneity among municipalities of saida regions, which proves the existence of spatial disparity in development levels.

Keywords: spatial disparity, spatial convergence, spatial heterogeneity, PCA clusters, panel data.

GJHSS-E Classification : FOR Code: 140219

Strictly as per the compliance and regulations of:

Spatial Economy Approach and Development Disparity (Study of Heterogeneity in the Municipalities of Saida City -Algeria-)

Dr. Souar Youcef [α] & Idrissi Mokhtar [σ]

Abstract- The study of mechanisms of spatial convergence, and their impact on achieving spatial development is necessary to find out the strengths and weaknesses in the construction of local economies and which has become more of a condition to reduce disparities and spatial differences within the same geographic structure, in order to help and guide public economic and social policies for using development possibilities and resources more effectively. we will use a panel data analysis, to test the size of homogeneity between geographic regions and their importance in measuring levels of homogeneity or heterogeneity according to this study of unemployment and the spatial distribution of wealth ratios in municipalities ,The results of this analysis indicates the presence of heterogeneity among municipalities of saida regions, which proves the existence of spatial disparity in development levels.

Keywords: spatial disparity, spatial convergence, spatial heterogeneity, PCA clusters, panel data.

I. Introduction

One of the economic development problems in modern economies is the evolution of disparity and spatial variations in development levels, which is becoming a feature of the economic structure of developed countries as well as countries that didn't achieve growth and economic development. It is seem in the form of proliferation of poverty forms and the emergence of social exclusion, in contrast of what world is witnessing of technological and cognitive revolution.

The override of traditional spatial economy concept based on the cost of transport and distance, and abundance of natural resources provided to the poor area's opportunities to build their economic structure, which is developmental approach to assert an evolution and achieve economic efficiency in the creation of production dynamics.

Some applied experiences in countries suggest to impel an excel progress that economic productivity activities, in some places that are characterized by the scarcity of natural resources like silicon Valley in USA and in India, as well as the spatial development of mountain regions in China, which intended to align economic and social activities through the development of capabilities and capacities, which aims to create a spatial gravity investments areas. in addition to the efficient use of resources and reduce spatial disparities and spatial variation and creating a kind of homogeneity in the development levels.

The study of spatial heterogeneity could help policy makers to guide development work by identifying the degree of symmetry and homogeneity in spatial areas specificities and therefore directing and managing economic and social public policies more effectively.

Our empirical analysis thus investigates the heterogeneity between municipalities in saida city, which details the differences and spatial variations, in order to see the convergence of the space between these municipalities due to its importance in the development through the direction of public policy, as required by the spatial characteristics of geographic areas, away from dependence on policy. stereotypes (public) that does not take into account the specificity of each region.

II. Litterateur Review

The aim of this section is to illustrate important results from several studies about spatial heterogeneity and their impact in development process, in first spatial heterogeneity which is related to the differentiation of variables and behaviors in space also it is one of spatial econometric that helps study spatial convergence or divergence between area in this space like the studies that deals with spatial heterogeneity (Catarina Cardoso & al, 2011) this study aims to examine the importance of human capital in the process of convergence between economic regions,The researcher used Spatial Econometrics models ,While spatial systems can be observed in groups convergent include the differences between them and this convergence incarnated in two types of convergence absolute and conditional, occurs mainly in the peripheral group of regions, while human capital represented by the average years of total, secondary and higher education plays a positive role only in the Core club of the richest regions but not in the Periphery, which suggests that a certain level of economic development is required to achieve a positive effect of human capital.

(Marie-Estelle BINET& al, 2013) This study aims to analyze the determinants of behavior entrepreneur-

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ship creation including spatial heterogeneity by using dynamic panel data model to explain the number of firms created in each region. The results of estimation in this study indicate that any attempt to reduce regional unemployment must address regional labour market specificities. and also highlight the role of decentralized territorial collectivities in implementing specific regional policies.

(Julia´n Ramajo & al.2008).In this paper, Researchers studied the importance of spatial heterogeneity and dependence to the European regions problems by using the β -convergence process, to explain Heterogeneity and spatial autocorrelation who has impact on convergence between regions. in addition to evaluating the role of spatial cohesion to achieve real regional convergence according to European standards. The results figure out the importance of spatial effects that can give a new perceptions regarding to the European regional convergence policies.

The area in the EU is characterized by specifities. through the presence of disparity in income levels, geographical location and convergence that contributes to the interpretation of economic regions growth model in European Union.

(Cem Ertur et Wilfried Koch,2004) This study is to analyze regional inequalities by using spatial Exploratory Data Analysis that allows to show the relationship between the level of wealth of a region with its location and the level of average wealth neighboring regions , This research concluded that measuring and addressing regional inequalities in the future Union European appears much more complex than the simple mechanism of movement of arithmetical mean and European policy should also take into account the geographic location and structure of neighboring of each European regions.

(Julie Le Gallo, 2000) presented in their study the different methods to modeling the phenomenon of spatial autocorrelation and spatial heterogeneity and also presented the estimation and inference Procedures adapted to the models incorporating these two effects. This study was a purely Empirical, and Concluded that the simultaneous presence of spatial autocorrelation and spatial heterogeneity in a model requires estimation methods and inference adapted .

In other study (Julie Le Gallo.2004) which focused on the specificities of quantitative methods for study spatial heterogeneity and spatial autocorrelation. Also to explain at what extent can change traditional statistical tests one should take into account the effect of autocorrelation of spatial data, which are defined as non-independent. This study concluded that the impact of autocorrelation and heterogeneity at the same time several times due to the large number of links that unifying the two phenomena that require estimation and inference more convenient than traditional statistical tests, which can't be applied in case where there are two effects (spatial autocorrelation and spatial heterogeneity).

III. Research Methodology

In this section, we will in first introduce the data selected for empirical analysis, then we will develop the empirical methodology (PCA, Clusters, Panel data) to studying the heterogeneity from the spatial data for some economic variables to see homogeneity or heterogeneity between these geographical areas, this method has great importance in studying the unobserved heterogeneity.

Principal component analysis (PCA) is a method for detecting patterns in data and to emphasize similarities and differences in variables. PCA reduces the dimension of the data, that is, attempts to reduce the number of variables to analyze without much loss of information.

Cluster analysis is a numerical technique that is suitable for classifying a sample of heterogeneous observation in a limited number of groups, each of which is internally homogeneous in terms of the similarities between the observation that Comprise it. (Sergio Tezanos Vázquez & al, 2012).

The Objectives of homogeneity tests tries to find out how specification (homogeneity and heterogeneity) unobserved before determining the panel data structure. in economic terms, these tests indicate that we can assume that theoretical models to study economic phenomena are homogeneous for observation study. or there are a specificities that characterized each observation study (Christophe HURLIN), It has been suggested by Hsiao (1986) to make this test on the frame of sequential steps tested according to the following hypothesis (Régis Bourbonnais, 2011):

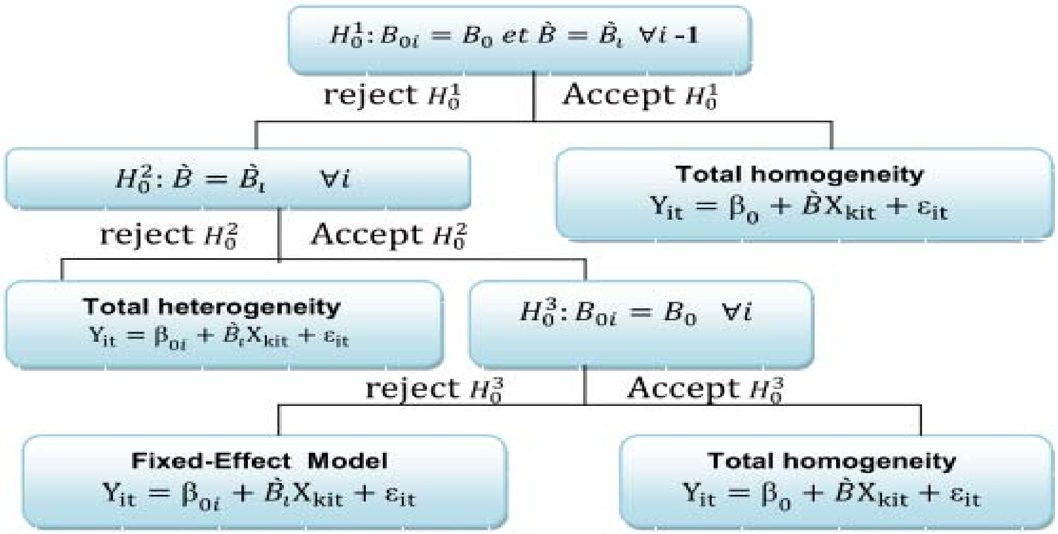

Figure 1 : The Sequential Steps of Homogeneity Tests

These tests are determined by the fisher value and their value is given as indicated in the test below (Régis Bourbonnais, 2011). these data organized in time series of changes in the variables calculated period 2000-2012 have been taken from statistical monography of Saida city. And at last section we can discuss the results of these tests.

a) Study Variables

The variables That we have used to build regression model concerning the study Of Spatial unemployment between the municipalities (16 municipalities of saida city) and has been estimated this model which combines between some independent variables wealth variable ratio (RR),unemployment variable (TC), total population in each municipality (POP).

IV. Empirical Modeling Result

a) Principal component analysis

Before our application of the PCA method, In a first stage, the PCA method is applied to the variables. The (KMO=0697) measure and Bartlett's Test of Sphericity suggest that the application of the PCA method provides good results for this data analysis. the first component accounts for 72,866% of the variance of the data. second explains 17.95% of the total variance and the third explains 7.166%(Table01),in total of accumulated variance 97.986%.

Table 1 : Total explained variance

Components	Initial Eigen values			Extraction Sums of squares retained factors			Sum of squares of factors retained to the rotation		
	Total	%of variance	% cumulated	Total	%of variance	% cumulated	Total	% of variance	%cumulated
First component	12,695	79,346	79,346	12,695	79,346	79,346	11,659	72,866	72,866
Second component	1,930	12,064	91,411	1,930	12,064	91,411	2,873	17,954	90,820
Third component	1,052	6,576	97,986	1,052	6,576	97,986	1,147	7,166	97,986

Source: Prepared by the authors

The first component: explains the value of 72.866% of the explained variance and includes 13 municipalities (Doui tabet. Ain alhadjar. Ouled khaled. Moulay larbi. Youb. Hounet. Sidi amar. sidi boubkeur. Hassasna. Ouled ibrahim. Tircine. Ain soltane. Sidi ahmed) and represents the agricultural component.

Second component: explains about 17.954 % of the explained variance and includes 02 municipalities (Maamoura, Ain skhouna) and represents and forestry component.

Third component: explains about7.166% of the explained and variance includes a Saida municipality, this component represent urban concentration component.

b) Clustering of municipalities

The results of the cluster analysis are summarized in the agglomeration schedule on the following table. This table identifies the cases being combined at each stage.

Table 2 : Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	15	16	4,912	0	0	8
2	2	7	5,449	0	0	5
3	3	9	5,842	0	0	7
4	6	14	6,216	0	0	7
5	2	8	6,230	2	0	8
6	11	13	6,458	0	0	11
7	3	6	6,644	3	4	9
8	2	15	7,042	5	1	10
9	3	5	7,391	7	0	10
10	2	3	7,858	8	9	11
11	2	11	8,251	10	6	12
12	2	10	8,990	11	0	13
13	2	4	9,227	12	0	14
14	2	12	9,831	13	0	15
15	1	2	29,99	0	14	0

Small coefficients indicate that fairly homogeneous clusters are being merged. Large coefficients show that clusters containing quite dissimilar members are being grouped.

This table identifies the cases being combined at each stage, the first stage combine to the Ain soltane and tircine municipality whith Coefficients 4.912 Which represents the smallest Distance, also we see that dhoui thabet are combined whith Hounet in the second stage and we move to the 8 stage which combines between Dhoui thabet and Ain soltane whith 7,042 and so on even we arrive at last stage which combines Saida and dhoui thabet municipality whith a Coefficients 29.993 Which represents the largest distance

Table 3 : Cluste Membership

Observation	Cluster 4	Cluster 3	Cluster 2
adiaS	1	1	1
Dhoui Thabet	2	2	2
Ain alhadjar	2	2	2
delahk deluO	3	2	2
ibral yaluoM	2	2	2
buoY	2	2	2
tenuoH	2	2	2
rama idiS	2	2	2
ruekbuob idiS	2	2	2
ansassaH	2	2	2
aruomaaM	2	2	2
demha idiS	4	3	2
anuohks niA	2	2	2
miharb deluO	2	2	2
enicriT	2	2	2
Aenatlos ni	2	2	2

Source: Prepared by the author

This result indicate that saida municipality belong to the first group Whatever to the groups distribution. And also we observed that Hounet, Youb, Moulay larbi, Sidi boubkeur, Hassasna ,maamoura.ain Skhouna, Ouled ibrahim, Tircine, ain soltane, Sidi Amar, Dhoui Thabet, municipalities are belong to the second groups Whatever to groups distribution. Whereas sidi ahmed municipality is belong to the fourth group If we divided into four groups. And also belong to the third group If we divided into three groups. We can summarize these results as follows:

Cluster 1: Includes, Hounet, Youb, Moulay larbi, khaled Ouled, Dhoui thabet, Sidi amar, Hassasna Sidiboubkeur, Maamoura, Ainskhouna, ouled Ibrahim, Tircine, Ain soltane that are characterized by its agricultural character

Cluster 2 : include the Sidi ahmedmunicipality which is characterized by pastoral character and production of livestock.

Cluster 3 : Includes Saida municipality Which is characterized for being a large geographical concentration compared to other municipalities, This result is

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almost similar to results of the Principal component analysis as sited above, we will to make sure for this result, We try to examine the spatial heterogeneity between municipalities Proceeding from application of homogeneity tests by studying homogeneity of Unemployment across the municipalities .which reflect indirectly the nature and size of economic activity in the municipalities.

c) Models characterization tests

These tests are intended to find out how specialization (homogeneity and heterogeneity) that are unclear before you select structure of panel Data (panel structure).

i. *First Model*

The first model is to study the phenomenon of unemployment as a variable depends on wealth ratio variable (RR), and total population of each municipality (POP) and we can write the model as following Equation :

$$Tc_{it} = b_{0i} + b_{1i}\mathrm{RR}_{it} + b_{2i}\mathrm{POP}_{it} + \varepsilon_{it} \; [1]$$

Where :

t=1,........13 :

i=1......16, : Number Municipality

T_{it} : Unemployment rate

RR : Wealth Ratio in each municipality

POP_{it} : Population For each municipality

$1-$ **Hypothesis test**: $\boldsymbol{H_0^1: B_{0i} = B_0 \; et \; \grave{B} = \grave{B}_i} \; \forall \boldsymbol{i}$

The Fisher statistical value is given Under Hypothesis as sited above :

$$F_1 = \frac{(\mathrm{SCR_{c1}} - \mathrm{SCR})/(\mathrm{N}-1)(\mathrm{k}+1)}{\mathrm{SCR}/\big(\mathrm{N}\times\mathrm{T} - \mathrm{N}(\mathrm{k}+1)\big)}$$

We reject the hypothesis H_0^1 if :

$$F_1 > F_{(\alpha.(N-1)(k+1).(\mathrm{N}\times\mathrm{T}-\mathrm{N}(\mathrm{k}+1))}$$

Through the estimation of global model, we find the value of Fisher under Hypothesis as follows:

Table 4 : Estimate of global model

Variable	Coefficient	Std. Error	t-Statistic	Prob.
RR	-0.006230	0.000716	-8.702093	0.0000
POP	9.50E-05	2.70E-05	3.514288	0.0005
C	26.41743	1.118294	23.62299	0.0000
R-squared	0.275420	Mean dependent var		21.8173
Adjusted R-squared	0.268351	S.D. dependent var		12.90790
S.E. of regression	11.04096	Akaike info criterion		7.65542
Sum squared resid	24990.09	Schwarz criterion		7.70355
Log likelihood	-793.1637	Hannan-Quinn criter.		7.67488
F-statistic	38.96120	Durbin-Watson stat		0.27230
Prob(F-statistic)	0.000000			

Estimation of partial models to calculate the residual sum of squares for each model is given by : $\sum \mathrm{SCR}$

$\sum \mathrm{SCR}$=5828, 34717

Through the use of Fisher statistical value, we obtain :

$$F_1 = \frac{(24990.09 - 5828{,}34717)/(16-1)(2+1)}{5828{,}34717/\big(16\times 13 - 16(2+1)\big)}$$

$\boldsymbol{F_1} = \frac{425{,}816507}{\mathbf{24.04546821}}$ =11,6895304

. $\boldsymbol{F^{0.05}_{cal\;45:160} = 1.45}$

$\boldsymbol{F_1 > F^{0.05}_{cal\;45:160}}$ we reject the hypothesis $\boldsymbol{H_0^1}$

$B_{0i} = B_0 \; and \; \grave{B} = \grave{B}_i$ therefore the hypothesis. of total homogeneity.

$\mathbf{2} -$ Hypothesis test: $\boldsymbol{H_0^2: \grave{B} = \grave{B}_i} \quad \forall \boldsymbol{i}$

The ficher statistique is given whith following form :

$$F_2 = \frac{(\mathrm{SCR_{c2}} - \mathrm{SCR})/((\mathrm{N}-1)\times \mathrm{k})}{\mathrm{SCR}/\big(\mathrm{N}\times\mathrm{T} - \mathrm{N}(\mathrm{k}+1)\big)}$$

the hypothesis H_0^2 is rejected if

$$F_2 > F_{(\alpha.(N-1)\times k).(\mathrm{N}\times\mathrm{T}-\mathrm{N}(\mathrm{k}+1))}$$

Through the estimation of fixed effects model, we find the value of Fisher as follows:

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Table 5 : Fixed-Effect Model Estimation

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	63.61133	6.651333	9.563698	0.0000
RR?	-0.005513	0.000807	-6.833050	0.0000
POP?	-0.001783	0.000343	-5.192000	0.0000
Fixed Effects (Cross)				
_1--C	205.7143			
2--C	-28.13207			
_3--C	14.50327			
_4--C	8.279352			
5--C	-19.47796			
_6--C	-5.116163			
_7--C	-23.93310			
_8--C	-28.53805			
_9--C	-0.043113			
10--C	-5.083638			
_11--C	-32.17850			
_12--C	-12.84840			
_13--C	-29.37240			
_14--C	-0.843092			
15--C	-25.51670			
_16--C	-17.41371			
Effects Specification				
Cross-section fixed (dummy variables)				
R-squared	0.489314	Mean dependent var	21.8173	
Adjusted R-squared	0.443621	S.D. dependent var	12.9079	
S.E. of regression	9.628104	Akaike info criterion	7.44981	
Sum squared resid	17613.07	Schwarz criterion	7.73863	
Log likelihood	-756.7805	Hannan-Quinn criter.	7.56659	
F-statistic	10.70875	Durbin-Watson stat	0.39557	
Prob(F-statistic)	0.000000			

Source: Prepared by the authors

$$F_2 = \frac{(17613.07 - 5828,34717)/(16-1)(5)}{5828,34717/(16 \times 13 - 16(2+1))}$$

$$F_2 = \frac{392,824094}{24.04546821} = 10,7838214$$

$$, \boldsymbol{F_{cal}^{0.05}}_{\;30:160} = \mathbf{1.54}$$

$$\boldsymbol{F_1 > F_{cal}^{0.05}}_{\;30:160}$$

therefore the hypothesis H20 was rejected and there is a total heterogeneity.

From this result, we can say that there is heterogeneity between observation studied by the unemployment rate model and their explanatory variables.

ii. *Second Model*

The second model is to study the phenomenon of the unemployment rate as a variable dependent variable wealth ratio (RR), of various municipalities and this second is to try to eliminate the effect of population on the change in the unemployment rate model Where

Where t=1 , : ……..13 ,Time period,

$$\mathrm{TC_{it}} = b_{0i} + b_{1i}\, RR_{it} + \varepsilon_{\mathrm{it}} \qquad [2]$$

i=1……16, : municipality Number

TC_{it} : unemployment rate

R : wealth Ratio in each municipality

$\mathbf{1-}$ Hypothesis test: $\boldsymbol{H_0^1: B_{0i} = B_0\ et\ \grave{B} = \grave{B}_i}\ \forall \boldsymbol{i}$ The Fisher statistical value is given under hypothesis as above :

$$F_1 = \frac{(\mathrm{SCR_{c1}} - \mathrm{SCR})/(\mathrm{N}-1)(\mathrm{k}+1)}{\mathrm{SCR}/(\mathrm{N} \times \mathrm{T} - \mathrm{N}(\mathrm{k}+1))}$$

We reject the hypothesis H_0^1 if :

$$F_1 > F_{(\alpha.(N-1)(k+1).(\mathrm{N\times T-N(k+1)})}$$

Through the estimation of global model, we find the value of Fisher under hypothesis we find it as follows:

Table 6 : Estimate of global model

Variable	Coefficient	Std. Error	t-Statistic	Prob.
RR	-0.005630	0.000714	-7.883397	0.0000
C	27.70917	1.084866	25.54156	0.0000
R-squared	0.231767	Mean dependent var		21.8173
Adjusted R-squared	0.228038	S.D. dependent var		12.90790
S.E. of regression	11.34105	Akaike info criterion		7.70430
Sum squared resid	26495.62	Schwarz criterion		7.73639
Log likelihood	-799.2477	Hannan-Quinn criter.		7.71728
F-statistic	62.14794	Durbin-Watson stat		0.24139
Prob(F-statistic)	0.000000			

Source: Prepared by the authors

Estimation of partial models to calculate the residual sum of squares for each model is given by : $\sum \mathrm{SCR}$

$$\sum \mathrm{SCR} = 16473.2281$$

Through the use of Fisher statistical value, we obtain :

$$F_1 = \frac{(26495.62-16473{,}2281)/(16-1)(1+1)}{16473{,}2281/(16\times 13-16(1+1))}$$

$$\boldsymbol{F_1} = \frac{334{,}07973}{93{,}5978869} = 3{,}56930846$$

$$\boldsymbol{F_{cal}^{0.05}}_{\ \boldsymbol{30:176}} = \mathbf{1.52}$$

$\boldsymbol{F_1} > \boldsymbol{F_{cal}^{0.05}}_{\ \boldsymbol{30:176}}$ we reject the hypothesis $\boldsymbol{H_0^1}$:

$B_{0i} = B_0$ *and* $\grave{B} = \grave{B}_i$, therefore the hypothesis of total homogeneity.

$\mathbf{2} -$ Hypothesis test: $\boldsymbol{H_0^2}: \grave{\boldsymbol{B}} = \grave{\boldsymbol{B}}_{\boldsymbol{i}} \quad \forall \boldsymbol{i}$

The ficher statistique is given whith following form :

$$F_2 = \frac{(\mathrm{SCR_{c2}} - \mathrm{SCR})/((\mathrm{N}-1)\times \mathrm{k})}{\mathrm{SCR}/(\mathrm{N}\times \mathrm{T} - \mathrm{N}(\mathrm{k}+1))}$$

the hypothesis H_0^2 is rejected if :

$$F_2 > F_{(\alpha.(N-1)\times k).(\mathrm{N\times T-N(k+1)})}$$

on the basis of estimation fixed effects model, we find the value of Fisher as follows:

$$F_2 = \frac{(\mathrm{SCR_{c2}} - \mathrm{SCR})/((\mathrm{N}-1)\times \mathrm{k})}{\mathrm{SCR}/(\mathrm{N}\times \mathrm{T} - \mathrm{N}(\mathrm{k}+1))}$$

Table 7 : Fixed-Effect model Estimation

Table 07: Fixed-Effect Model Estimation				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	29.48020	1.079266	27.31504	0.0000
RR?	-0.007323	0.000776	-9.442574	0.0000
Fixed Effects (Cross)				
1--C	12.33198			
_2--C	-1.773823			
3--C	3.274691			
_4--C	-1.861852			
5--C	-4.570170			
6--C	-0.180206			
_7--C	3.118011			
8--C	-8.640410			
9--C	0.406379			
_10--C	12.12006			
11--C	-6.730568			
12--C	-1.876967			
_13--C	-5.515500			
14--C	-1.847064			
15--C	-3.635779			
16--C	5.381226			
	Effects Specification			
Cross-section fixed (dummy variables)				
R-squared	0.416859	Mean dependent var		21.81731
Adjusted R-squared	0.368009	S.D. dependent var		12.90790
S.E. of regression	10.26150	Akaike info criterion		7.572872
Sum squared resid	20111.98	Schwarz criterion		7.845651
Log likelihood	-770.5787	Hannan-Quinn criter.		7.683170
F-statistic	8.533535	Durbin-Watson stat		0.379695
Prob(F-statistic)	0.000000			

Source: Prepared by the authors

Through the use of Fisher statistical value, we obtain :

$$F_2 = \frac{(20111.98 - 16473{,}2281)/(16-1)(1)}{16473{,}2281/(16\times 13 - 16(1+1))}$$

$$F_2 = \frac{2008260{,}77}{335951{,}106} = 5{,}97783647 \ , \boldsymbol{F^{0.05}_{cal}}\ _{15:176} = \mathbf{1.72}$$

$$\boldsymbol{F_1 > F^{0.05}_{cal}}\ _{\mathbf{15:176}}$$

therefore the hypothesis $H_0^2\ \grave{B} = \grave{B}_i$ was rejected and there is a total heterogeneity.

From this result, we can say that there is heterogeneity between observation studied by the unemployment rate model and their explanatory variables.

on the basis of the foregoing analysis noted there is heterogeneity between different spatial data (spatial heterogeneity), This heterogeneity refers in mathematical terms to differences in the coefficient models studied, which leads to the inability to estimate individual models has the fixed effects and random effects models also because the data does not have a panel structure (the panel structure) but in economic terms refers to differences in economic and social spatial data, which is why there is a difference between the municipalities of saida city. Which must be brought to public development policies as spatial characteristics of each municipality far from typical and overall development programs.

V. Conclusion

The effectiveness to achieve profitability of economic activities and their spatial distribution requires the study of the characteristics and components of geospatial areas that must be taken into account in the spatial construction of economic structure , in order to create spatial interaction among poor areas and areas that have the potential (natural and economic)resources that can distinguish and increase their competitiveness in the context of reducing development disparity and fight against economic and social inequality.

this study of heterogeneity help to explain the behavior of economic variables in space to help decision makers to guide productive development works and investment that leads to the efficient allocation of resources to ensure sustainability.

VI. The Study Recommendations

Through of this article that we have written by studying of spatial heterogeneity, which is reflected in economic realities of the existence of inequality and contrast in levels of economic and social development, for this and we decided to make recommendations that include:

- Necessity to Dependence on a proposed local development programs take into account specificities of each region (municipality) Apart from the standard and typical strategies adopted in most municipalities in Algeria, which explain why Algerians did not attain the objectives of the local development programs.
- Achieving spatial development requires the use of spatial planning of economic, social and human resources with more effective coordination among the parties to the development work.
- Create some sort of balance between urban and rural areas in the distribution of productive economic activities and investment, which could help reduce disparities in development and poverty reduction because generally rural areas are often a concentrations whith higher levels of poverty and exclusion.
- give importance to quantitative methods in the study of economic phenomena (the distribution of economic activities in the geographical areas, homogeneity and spatial heterogeneity, spatial interaction ... etc) as tools for decision making to achieve growth and spatial economic and social development.

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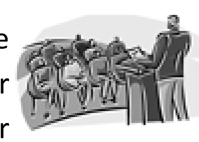

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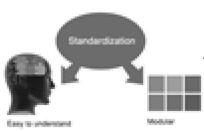

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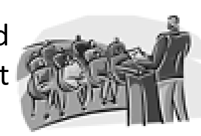

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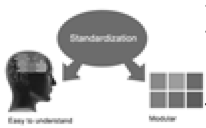

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"

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4. Manuscript's Category,

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18. Pick a good study spot: To do your research studies always try to pick a spot, which is quiet. Every spot is not for studies. Spot that suits you choose it and proceed further.

19. Know what you know: Always try to know, what you know by making objectives. Else, you will be confused and cannot achieve your target.

20. Use good quality grammar: Always use a good quality grammar and use words that will throw positive impact on evaluator. Use of good quality grammar does not mean to use tough words, that for each word the evaluator has to go through dictionary. Do not start sentence with a conjunction. Do not fragment sentences. Eliminate one-word sentences. Ignore passive voice. Do not ever use a big word when a diminutive one would suffice. Verbs have to be in agreement with their subjects. Prepositions are not expressions to finish sentences with. It is incorrect to ever divide an infinitive. Avoid clichés like the disease. Also, always shun irritating alliteration. Use language that is simple and straight forward. put together a neat summary.

21. 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 to your topic. You may also maintain your arguments with records.

22. Never start in last minute: Always start at right time and give enough time to research work. Leaving everything to the last minute will degrade your paper and spoil your work.

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

24. Never copy others' work: Never copy others' work and give it your name because if evaluator has seen it anywhere you will be in trouble.

25. Take proper rest and food: No matter how many hours you spend for your research activity, if you are not taking care of your health then all your efforts will be in vain. For a quality research, study is must, and this can be done by taking proper rest and food.

26. Go for seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

27. Refresh your mind after intervals: Try to give rest to your mind by listening to soft music or by sleeping in intervals. This will also improve your memory.

28. Make colleagues: Always try to make colleagues. No matter how sharper or intelligent you are, if you make colleagues you can have several ideas, which will be helpful for your research.

29. Think technically: Always think technically. If anything happens, then search its reasons, its benefits, and demerits.

30. Think and then print: When you will go to print your paper, notice that tables are not be split, headings are not detached from their descriptions, and page sequence is maintained.

31. Adding unnecessary information: Do not add unnecessary information, like, I have used MS Excel to draw graph. Do not add irrelevant and inappropriate material. These all will create superfluous. Foreign terminology and phrases are not apropos. One should NEVER take a broad view. Analogy in script is like feathers on a snake. Not at all use a large word when a very small one would be sufficient. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Amplification is a billion times of inferior quality than sarcasm.

32. Never oversimplify everything: To add material in your research paper, never go for oversimplification. This will definitely irritate the evaluator. Be more or less specific. Also too, by no means, ever use rhythmic redundancies. Contractions aren't essential and shouldn't be there used. Comparisons are as terrible as clichés. Give up ampersands and abbreviations, and so on. Remove commas, that are, not necessary. Parenthetical words however should be together with this in commas. Understatement is all the time the complete best way to put onward earth-shaking thoughts. Give a detailed literary review.

33. Report concluded results: Use concluded results. From raw data, filter the results and then conclude your studies based on measurements and observations taken. Significant figures and appropriate number of decimal places should be used. Parenthetical remarks are prohibitive. Proofread carefully at final stage. In the end give outline to your arguments. Spot out perspectives of further study of this subject. Justify your conclusion by at the bottom of them with sufficient justifications and examples.

34. After 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 to 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 in 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 criterion for grading the final paper by peer-reviewers.

Final Points:

A purpose of organizing a research paper is to let people to interpret your effort selectively. The journal requires the following sections, submitted in the order listed, each section to start on a new page.

The introduction will be compiled from reference matter and will reflect the design processes or outline of basis that direct you to make study. As you will carry out the process of study, the method and process section will be constructed as like that. The result segment will show related statistics in nearly sequential order and will direct the reviewers next to the similar intellectual paths throughout the data that you took to carry out your study. The discussion section will provide understanding of the data and projections as to the implication of the results. The use of good quality references all through the paper will give the effort trustworthiness by representing an alertness of 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 the 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

Mistakes to evade

- Insertion a title at the foot of a page with the subsequent text on the next page
- Separating a table/chart or figure - impound each figure/table to a single page
- Submitting a manuscript with pages out of sequence

In every sections of your document

· Use standard writing style including articles ("a", "the," etc.)

· Keep on paying attention on the research topic of the paper

· Use paragraphs to split each significant point (excluding for the abstract)

· Align the primary line of each section

· Present your points in sound order

· Use present tense to report well accepted

· Use past tense to describe specific results

· Shun familiar wording, don't address the reviewer directly, and don't use slang, slang language, or superlatives

· Shun use of extra pictures - include only those figures essential to presenting results

Title Page:

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

Abstract:

The summary should be two hundred words or less. It should briefly and clearly explain the key findings reported in the manuscript--must have precise statistics. It should not have abnormal acronyms or abbreviations. It should be logical in itself. Shun citing 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 approach 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. Yet, use comprehensive sentences and do not let go readability for briefness. You can maintain it succinct by phrasing sentences so that they provide more than 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 maintain the initial two items to no more than one ruling each.

- Reason of the study - 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 quantitative data; results of any numerical analysis should be reported
- Significant conclusions or questions that track from the research(es)

Approach:

- Single section, and succinct
- As a outline of job done, it is always written in past tense
- A conceptual should situate on its own, and not submit to any other part of the paper such as a form or table
- Center on shortening results - bound background information to a verdict or two, if completely necessary
- What you account in an conceptual must be regular with what you reported in the manuscript
- Exact spelling, clearness 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 to comprehend and calculate the purpose of your study without having to submit to other works. The basis for the study should be offered. Give most important references but shun difficult to make a comprehensive appraisal of the topic. In the introduction, describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will have no attention in your result. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here. Following approach can create a valuable beginning:

- Explain the value (significance) of the study
- Shield the model - why did you employ this particular system or method? What is its compensation? You strength remark on its appropriateness from a abstract point of vision as well as point out sensible reasons for using it.
- Present a justification. Status your particular theory (es) or aim(s), and describe the logic that led you to choose them.
- Very for a short time explain the tentative propose and how it skilled 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 with every section. If you make the four points listed above, you will need a least of four paragraphs.

- Present surroundings information only as desirable in order hold up a situation. The reviewer does not desire to read the whole thing you know about a topic.
- Shape the theory/purpose 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 sound written Procedures segment allows a capable scientist to replacement 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 for the least amount of information that would permit another capable scientist to spare 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 object, mention the specific item describing a way but draw the basic principle while stating the situation. The purpose is to text 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:

- Explain materials individually only if the study is so complex that it saves liberty this way.
- Embrace particular materials, and any tools or provisions that are not frequently found in laboratories.
- Do not take in frequently found.
- If use of a definite type of tools.
- Materials may be reported in a part section or else they may be recognized along with your measures.

Methods:

- Report the method (not 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 - details how procedures were completed not how they were exclusively performed on a particular day.
- If well known procedures were used, account the procedure by name, possibly with reference, and that's all.

Approach:

- It is embarrassed or not possible to use vigorous voice when documenting methods with no using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result when script up the methods most authors use third person passive voice.
- Use standard style in this and in 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.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part a 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. Carry on to be to the point, by means of statistics and tables, if suitable, to present consequences most efficiently.You must obviously differentiate material that would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matter should not be submitted at all except requested by the instructor.

Content

- Sum up your conclusion in text and demonstrate them, if suitable, with figures and tables.
- In manuscript, explain each of your consequences, point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation an exacting study.
- Explain results of control experiments and comprise 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 in manuscript form.

What to stay away from

- Do not discuss or infer your outcome, report surroundings information, or try to explain anything.
- Not at all, take in raw data or intermediate calculations in a research manuscript.
- Do not present the similar data more than once.
- Manuscript should complement any figures or tables, not duplicate the identical information.
- Never confuse figures with tables - there is a difference.

Approach

- As forever, use past tense when you submit to 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 part.

Figures and tables

- If you put figures and tables at the end of the details, make certain that they are visibly distinguished from any attach appendix materials, such as raw facts
- Despite of position, each figure must be numbered one after the other and complete with subtitle
- In spite of position, each table must be titled, numbered one after the other and complete with heading
- All figure and table must be adequately complete that it could situate on its own, divide from text

Discussion:

The Discussion is expected the trickiest segment to write and describe. A lot of papers submitted for journal are discarded based on problems with the Discussion. There is no head of state for how long a 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 implication of the study. The purpose here is to offer an understanding of your results and hold up for all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of result should be visibly 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 with prospect, and let it drop at that.

- Make a decision if each premise is supported, 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 the experiment might be personalized to accomplish a new idea.
- Give details all of your remarks as much as possible, focus on mechanisms.
- Make a decision if the tentative design sufficiently addressed the theory, and whether or not it was correctly restricted.
- Try to present substitute explanations if sensible alternatives be present.
- One 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 available information
- Submit to work done by specific persons (including you) in past tense.
- Submit to generally acknowledged facts and main beliefs in present tense.

Please carefully note down following rules and regulation before submitting your Research Paper to Global Journals Inc. (US):

Segment Draft and Final Research Paper: You have to strictly follow the template of research paper. If it is not done your paper may get rejected.

- The **major constraint** is that you must independently make all content, tables, graphs, and facts that are offered in the paper. You must write each part of the paper wholly on your own. The Peer-reviewers need to identify your own perceptive of the concepts in your own terms. NEVER extract straight from any foundation, and never rephrase someone else's analysis.

- Do not give permission to anyone else to "PROOFREAD" your manuscript.

- Methods to avoid Plagiarism is applied by us on every paper, if found guilty, you will be blacklisted by all of our collaborated research groups, your institution will be informed for this and strict legal actions will be taken immediately.)
- To guard yourself and others from possible illegal use please do not permit anyone right to use to your paper and files.

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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

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