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## Interdisciplinary

Impact of Childcare Assistance

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Discovering Thoughts, Inventing Future

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# Contents of the Volume

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# Future Impact Prediction of Women Empowerment in Ready Made Garment Industry under Computional Methodology

By Rownuk Jahan, Fahmida Zaman & Md. Sarwar Kamal
*BGC Trust University, Bangladesh*

*Abstract -* Bangladesh is a promising developing country in the world. Key exportable side of Bangladesh is Ready Made Garment (RMG) sector. It has great impact on the development of the Bangladesh. It is a matter of great interest that RMG sector is healthy and handsome due to the contribution of Bangladeshi women from the beginning of the garment industry. Here we have concentrate to predict the women contribution at any time in future. We have collected the data set from Bangladesh Academic of Science and National Academic of Science India. We used K-Nearest Neighbor (K-NN) Algorithm for selecting the desired data set. Besides this KNN, Two clustering methods as K-Medoids and K-means algorithm are used. The Baysian Network (BN) helps to accomplish the proper predictions along with Markov Chain (MC). Finally we have prepared two lists of next promising country of the RMG field and the contribution of women in future development of Bangladesh.

*Keywords : ready made garment (RMG), k-nearest neighbor (K-NN), markov chain (MC), baysian network (BN), women empowerment.*

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FUTUREIMPACTPREDICTIONOFWOMENEMPOWERMENTINREADYMADEGARMENTINDUSTRYUNDERCOMPUTIONALMETHODOLOGY

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## I. Introduction

More than 83% of Bangladesh's export earnings achieved from the growing business sector of Bangladesh as garment industry. The ready-made garments (RMG) sector has a marvelous potential than any other business sector in terms of employment and foreign exchange collections to reduce poverty and make direct contribution to the national economy. For our country RMG is a main source of foreign exchange for the last 25 years. As a consequence of a robust market guaranteed by Multi-Fibre Agreement (MFA) under the agreement of Tariff and Trade (GATT) and supportive planes of the Government of Bangladesh (GoB), it is prioritized as high profile in the light of foreign exchange earnings, exports, industrialization and contribution to the GDP within a short period.

In recent years RMG industry helps to increases the Gross Domestic Product (GDP) by 4.39 %. RMG exports reached a handsome figure of USD 19.91 billion in fiscal year 2011-2012 and approximately 81% of national export earnings, which was about 4%-5% of the global total of such exports. In future it will helps to increases the contribution 10% to the country's GDP [1]. RMG products are exported mainly to the developed country like the USA, The UK and other developed countries in the world.

In the context of employment ratio, the RMG industry provides employment about 3.9 million workers in which 3.2 million are women [1]. Major part of the women workers are from rural areas and are illiterate. They do not have any knowledge of human rights, working conditions, environments and labour standards. Despite the marvelous success of the RMG sector, poor services to the workers are big problems to accomplish the normal life and livings. As a result, there is a rising fear in Bangladesh that the readymade garments sector may face a decline in demand.

## II. Literature Review

Many researchers have worked on the RMG sectors and its impacts on national economy. From the beginning of this industry poor Bangladeshi women are playing vital role to the prosperity of this industry and national development. It is matter of great sorrow that the salary structure is very poor for them. In comparisons with developed country the Working conditions in the RMG sector in Bangladesh are below standard and do not meet the ILO standards.

Working environments in the RMG sector very often violate international labour standards, and Codes of Conduct [2, 3].

Recruitment systems are highly informal compared to international standards and there are no authentic contracts and appointment letters. As a result they are always in tensed for losing their jobs at any time. The tensions for losing jobs makes them devoted to work under unsatisfactory conditions as well as low salary [4]. According to the [5] Garments workers are devoted to work with excessive hours or double consecutive shifts, generally unhealthy work environment, poor working conditions, wage and gender discrimination. Besides, employers behave the RMG workers as slaves, exploiting workers to earn their profit more and more with greater margins and keep their industry competitive in the face of increasing international competition [5].

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One true and pathetic matter is that, very tight work schedule, wage penalties, physical and verbal abuse are common. The very common and regular case is that women workers face physical abuse and sexual harassment inside as well as outside the factories, but management does not ensure the security of women workers. Alam [6] has mentioned and urged that regulator measures and its strict implementation and monitoring by the government agency that could overcome work place in security problem of garments workers in Bangladesh.

In the context of working places, work areas are often overcrowded with limited workspaces, causing occupational hazards such as musculoskeletal dis-orders and contagious diseases. The very regular problems in health and others sides are injuries, fatalities, disablement and death from fire and building collapses are frequent in the RMG sector [7]. One phenomenal example is that the Rana Plaza, Savar Bangladesh has had collapsed and caused huge damaged on the poor garments workers. According to the print media and press, around 1,127 poor workers have died and approximately 2,500 injured people were rescued from the building alive. The Savar tragedy is a symbol of our failure in garment sector safety. The crack in Rana Plaza that caused the collapse of the building has only shown us that if we don't face up to the cracks in our state systems, we as a nation will get lost in the debris of the collapse. The figure 1 below shows the symbol of working areas of Bangladeshi RMG industry. The absence of labour standards monitoring system and ineffective building codes, poor enforcement and Out dated labour laws, and a lack of awareness of labour rights among workers.

*Figure 1 :* The Rana Plaza collapsed due to the poor building codes and working area. Out dated labour laws, and a lack of awareness of labour rights among workers

Bangladesh is considered to have the child labour problem especially in the RMG sector. In most cases, children often commence work at a very young age; as a result, they are suffering serious injuries and sometimes death in the workplace [8].

Khan [9] advised] that Non Government Organizations (NGOs), civil society, trade unions and other stakeholders should work together to adopt the Code of Conduct (CoC) for a viable and competitive RMG industry. It is the duty for all governments, NGOs, international agencies, buyers and other stakeholder groups promote full compliance with mandatory requirements as specified in the law.

For the first time we have designed a methods that counts the future women empowerments impacts in Bangladesh. The literatures above we have studied that are only subjective measurements as well as survey based analysis. Here we have checked the data set by machine learning approach with clustering techniques. so we can easily measures the impacts of the desired outcomes. On the top of that we have predicts using Markov Chain and Baysian Network systems. This work is designed as section 3 contains data collections. Section 4 contains the methods that are proposed for this research activity. Section 5, 6 and 7 contains the techniques of the data classification and clustering. Sections 8 and 9 contain the predictions methods as BN and MC. Results and implementations is described in sections 10 and 11. Acknowledgement is added in next sections before conclusions which is placed as sections 14.

## III. Data Collection

We have collected data set from various authorized research body of Bangladesh.

Bangladesh Academy of Science and Indian Academy of Science. Besides we have checked the data set from various sources that are very much authentic sources.

*Table 1 :* History of garments industry in Bangladesh

| Year | No. of Factory | Compound Growth Rate in % |
|---|---|---|
| 1971 | 5 | - |
| 1977 | 7 | 5.77 |
| 1981 | 78 | 82.70 |
| 1983 | 141 | 34.45 |
| 1984-85 | 384 | 65.03 |
| 1989-90 | 759 | 14.60 |
| 1994-95 | 2182 | 23.52 |
| 1999-2000 | 3200 | 7.95 |
| 2004-05 | 4107 | 5.12 |
| 2005-2012 | 12000 | 6.77 |

In the British period there was no garment industry in this part of the Indo-Pak-Sub-Continent. In 1960 the first garment industry in Bangladesh (Then East Pakistan) was established at Dhaka and till 1971 the number rose to give. But these garments were of different type intended to serve home market only. Table 1 above is a brief description of the garments industry development.

*In the context of contribution* RMG industries have a unique position in the Bangladesh economy. RMG industry is the largest exporting industry in Bangladesh, which achieved phenomenal growth during last two decades. The industry plays an important role in employment generation and in the provision of income to the poor. It also helps in the socio-economic development of the country. The figure below shows the GDP has been examined the following table shows the position.

*Table 2 :* Growth and trend of garments exports, and contribution to GDP

| Year | Garments Exports (Min USD) | Total Exports (Min USD) | Share export | Share to GDP |
|---|---|---|---|---|
| 1984-85 | 116- | 934- | 12.42- | - |
| 1989-90 | 624(40) | 1924(16) | 32.43(21) | - |
| 1944-95 | 2228(29) | 3473(13) | 64.15(15) | 5.87 |
| 1999-00 | 4349(14) | 5752(11) | 75.61(3) | 9.23 |
| 2004-05 | 6418(8) | 8655(9) | 74.15(-1) | 10.63(9) |
| 2005-06 | 7901(23) | 10526(22) | 75.06(1) | 12.64(2) |
| 2006-12 | 19563(56) | 54321(67) | 105.05(33) | 17.9(3) |

Besides this, we have also collected the data set regarding the positions of the positions of Bangladesh. Here we have noticed that Bangladesh has a very good conditions comparing with other countries. However, in the subject of Least Developed Countries (LDCs), such as India, Srilanka, Bangladesh, Cambodia and Haiti, faired very well throughout the year 2005 to till date. In this purpose, a process has been made to check the export data of selected countries during MFA and post MFA to US and EU markets in order to measures the indicative influences of post MFA scenario in Bangladesh as well as other largest garments exporters.

## IV. Methodology

Here we have proposed the model as both the combination of statistical and computational process to fulfill the task. The flow chart below shows the details of the research activity of the methodology. We first visits various garments industry in Chittagong regions and collect the opinions from the workers as well as the employers. The workers opined that the situations still now is very difficult for them to work and continued to work. Besides, the employers have different expressions regarding the matter on the environments. We have finished by taking data set on behalf of the research activity. We significantly noticed that, the women workers are very much devoted to their regular work and very much sincere. Though they receive very low wages for their constant hard working and seriousness, they are very responsible for their duties. If the working environments become friendly as well as healthy, the workers will performs better and the outcomes will be more than the current outcomes. We have shown the result of the impact in the result section of this works. This is the key findings of this work.

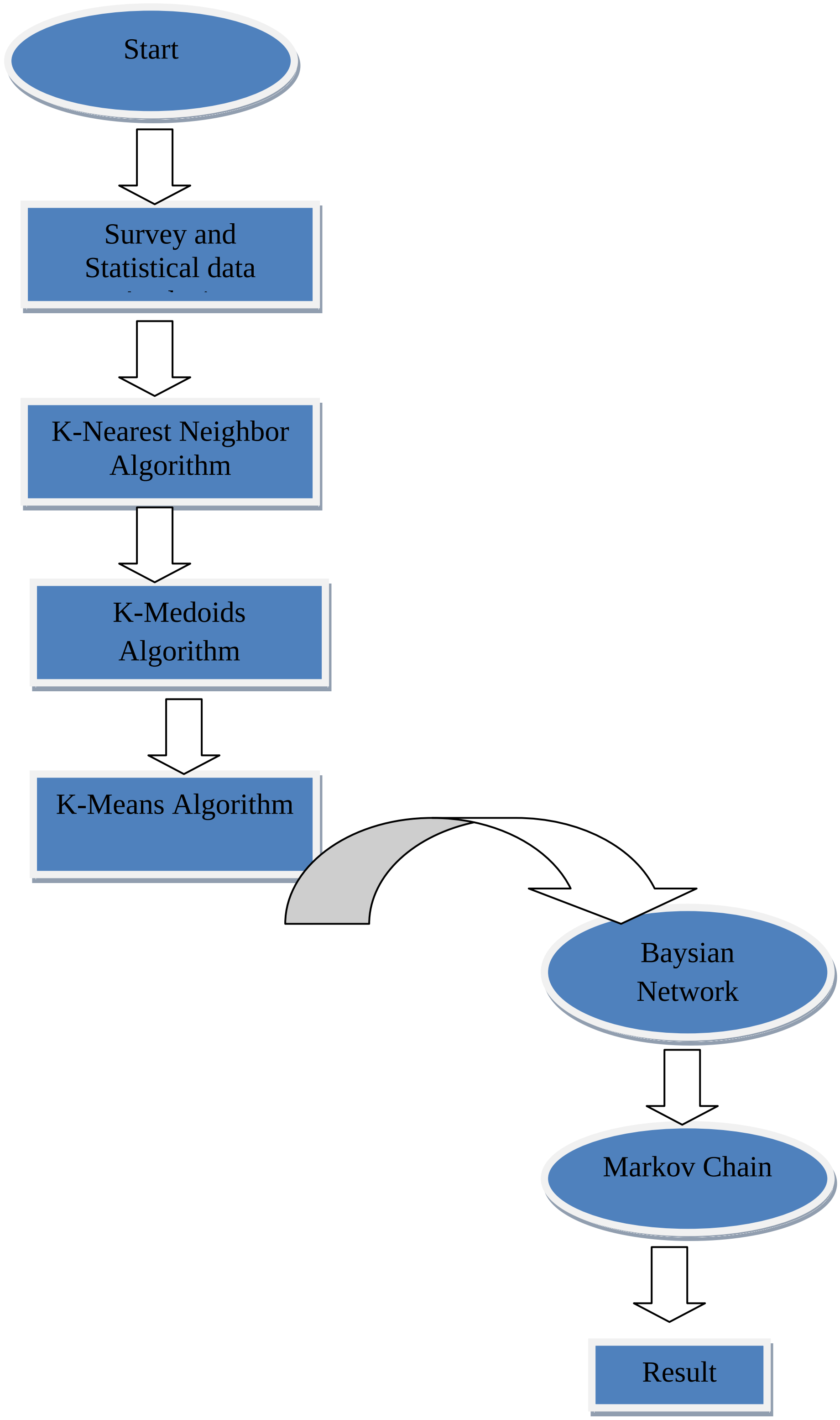


*Figure 2 :* The overall Methodology

## V. K-Nearest Neighbors

The total algorithmic steps are as follows:

1. Parameter selections (int m, int n).

$m=0, n=1, 2, 3\ldots\ldots n.$

2. Distance calculation

where

$$\sqrt{\sum^{n} (q-p_i)^2}$$

$$i=0,1,2,3\ldots\ldots,n$$

3. Short the distances of sample space and marked the closet neighbors in the context of K-th smallest distance. SHORT NEIGHBORS ($S, C$)

Input instances $S$ with $n$ *sample objects* , comparator $C$

*Output* instances $S$ sorted according to $C$

$$\textbf{if } S.length() > 1$$

Then $(S_1, S_2) \leftarrow divide(S, n/2)$

SHORT NEIGHBORS ($S_1, C$)
SHORT NEIGHBORS ($S_2, C$)

S← SHORT NEIGHBORS ($S_1, S_2$)

4. Similarities assumption : Instances that are close together should have similar values Minimize

$$\xi(f) = \sum w_{ij}(f_i - f_j)^2$$

Where $w_{ij}$ is the similarity between examples i and j. And $f_i$ and $f_j$ are the predictions for example i and j.

5. Predict the value as follows:

Standard KNN

$$\hat{y} = \arg\max_y C(y, Neighbors(x))$$
$$C(y, D') \equiv |\{(x', y') \in D' : y' = y\}|$$

Distance-weighted KNN

$$\hat{y} = \arg\max_y C(y, Neighbors(x))$$
$$C(y, D') \equiv \sum_{\{(x',y') \in D' : y' = y\}} (SIM(x, x'))$$
$$SIM(x, x') \equiv 1 - \Delta(x, x')$$

6. Find out the best heuristics distance

$$f(n) = g(n) + h(n)$$

Where:

- g(n) is the cost of the best path found so far to n
- h(n) is an admissible heuristic

f(n) is the estimated cost of cheapest solution through.

## VI. The K-Medoids Clustering Method

a) Determine $k$ data set arbitrarily
b) For each pair of nonidentified data set $h$ and determined data set $i$, calculate the total swapping cost $TC_{ih}$
c) For each pair of $i$ and $h$,
   i. If $TC_{ih} < 0$, $i$ is changed by $h$
   ii. Then assign each non-determined data set to the most similar data set.

repeat steps 2-3 until there is no change.

## VII. The K-Means Clustering

Given $m$ the $m$-*Means* algorithm is implemented in 4 steps:

i. Partition objects into $m$ nonempty subsets
ii. Calculate pivotal points as the centroids of the clusters of the new orientation. The
iii. Partitioned each object to the cluster with the nearest pivotal point.
iv. Go back to Step 2, stop when no more new assignment.

## VIII. Bayes 'Theorem

Bayes' theorem and conditional probability are opposite to each other. Given two dependent events A and B. The conditional probability of P (A and B) or P (B/A) will be P (A and B)/P (A). Related to this formula a rule is developed by the English Presbyterian minister Thomas Bayes (1702- 61).According to the Bayes rule it is possible to determine the various probabilities of the first event given the outcome of the second event in a sequence of two events.

The conditional probability:

$$\mathrm{P(B/A)} = \frac{P(AandB)}{P(A)} \quad (1)$$

The equation (1) will help to find out the probabilities of B after being occurrences of the A. we get the Bayes' theorem for these two events as follows:

$$\mathrm{P\ (A/B)} = \frac{P(A).P(B/A)}{P(B)} \quad (2)$$

If there are more events like A1, A2, and B1, B2.In this case the Bayes theorem to determine the probability of A1 based on B1will be as follows:

$$\mathrm{P(A1/B1)} = \frac{P(A1).P(B1/A1)}{P(A1).P(B1/A1) + P(A2).P(B2/A2)}$$

## IX. Markov Chain for Mismatch Selection

The formula for a stochastic process with random variable X is X={ $X_t$ , t∈ $T$ }. Where t= index and it indicate the time. $X_t$ = State of the process .T= Index set constitute by time t.

Suppose n=0, 1, 2, 3….. And m=1, 2, 3…and $i_0$ ………… $i_m$ ∈E. E= All Possible values that the random variable $X_t$ can assumes. Then

$$\Pr\{X_{n+1}=i_1,\ldots,X_{n+m}=i_m \mid X_n=i_0\} = \Pr_{i_0 i_1}\cdot\Pr_{i_1 i_2}\cdot\ldots\cdot\Pr_{i_{m-1} i_m}.$$

## X. Implementation

Here we have predicted the outcomes of the Women empowerment under various circumstances. According to the algorithms of K-Means and K-Medoids Clustering, we have noticed that K-Medoids perform very well and finally the BN and MC the classifications results. We define a threshold value of standard behavior after talking with the key persons of the Garments like Managers, General Mangers and owner of the RMG factories. Based on their opinion we then check this parameter with the K-Medoids Algorithm threshold value. Then we finalized the value is θ=0.24. The flow chart of the process is given below:

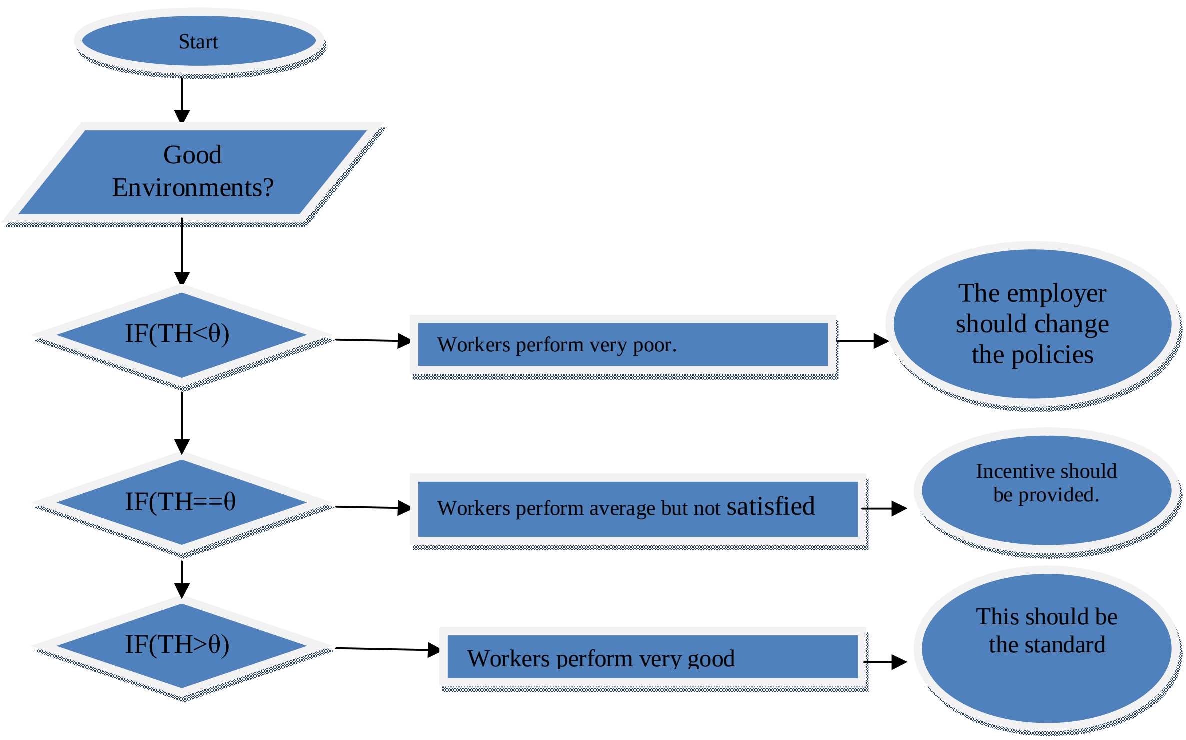


*Figure 3 :* The suggestion for RMG garments Workers

## XI. Result

We have clearly noticed that and talked with the real experts who are responsible for the developments for the garments industry. Consequently, our simulative systems, generates the results that are very much desired to the actual outcomes of the real experts. It will be very much helpful for the policymakers and governmental body to decide regarding the suggestions of our outcomes. We have checked our finding with the Megna Garments as well as KDS garments industry. we have noticed that our system have had results better predictions than the actual or manual calculations.

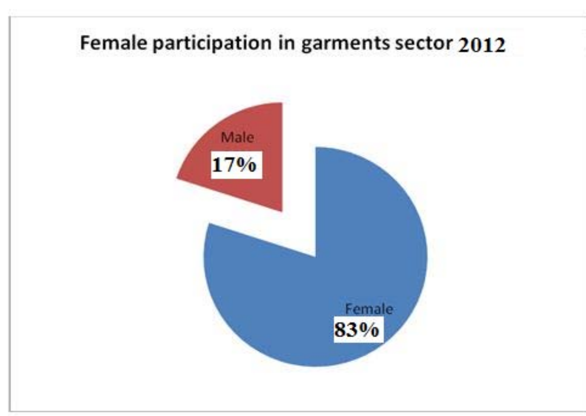


*Figure 4 :* The predicted result of the women empowerment in Bangladesh

## XII. Conclusions

We have noticed our system will perform the predictions according to the reality of the Bangladesh. If we want better outcomes in RMG industry we should make proper working environments for the women workers. Here we significantly noticed that women are very much satisfied if they get very little incentives. We have considered that if they get allowance for a meal during working hours at day time they have opined that they will perform more sincerely than the anticipated. The method K-Medoids performs better clustering during the data set is large. Markov chain is best while the data set is large. On the other hand Baysian Network is very good for low data set. Here we only talked two garments industry. Mr. Jamsad Alam, An Employee KDS garments industry of Chittagong helps us to examined the resultant of our system. in future we will checked for all data set based on Dhaka and Khulna.

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# Impact of Childcare Assistance (A Work-Life Balance Practice) on Employee Retention in Indian IT Sector

By Dr. S. Suman Babu & K. Bhavana Raj
*GITAM University, India*

*Abstract* - This paper examines the impact of childcare assistance on employee retention as part of a work-life balance practice based on empirical evidence drawn from IT Sector in Hyderabad, India.

A total of 300 samples with 30 samples (Assistant Managers, Managers, and Sr. Managers) from each company had been included from the Ten IT companies based on simple random sampling. Managerial personnel from HR, Marketing, Finance, Operations and Technical functions are included in the study.

The study shows that when the average childcare assistance score increases, the average employee retention score also increases proportionately. The study reveals positive correlation and significant association between Employee Retention and childcare assistance.

*Keywords : childcare assistance, employee retention, family friendly practices, work-life balance, spillover theory.*

*GJMBR-G Classification : FOR Code: 940105, JEL Code: J54*

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The study shows that when the average childcare assistance score increases, the average employee retention score also increases proportionately. The study reveals positive correlation and significant association between Employee Retention and childcare assistance.

The findings of the study shows that majority of the managerial personnel are able to increase their retention levels with the help of childcare assistance as one of the important work-life balance practice.

The study concludes with a conceptual framework which explains how spillover theory helps in increasing employee retention and also how management and co-worker support helps in smooth implementation of childcare assistance in increasing Employee Retention as a part in achieving work-life balance.

*Keywords : childcare assistance, employee retention, family friendly practices, work-life balance, spillover theory.*

## I. Work Life Balance Practices: An Introduction

Recruitment and retention of key personnel has become one of the drivers of implementing work-family balance policies (Johnson, 1995; Poelmans et al., 2003). Balancing work and family issues have become increasingly important for both employees and employers, and are a universal worldwide phenomenon (Jarrod M. Haar, 2007). Work-life balance is one of the most difficult issues facing families in the twenty-first century (Elizabeth W., Calvin W., & Janice R., 2008).

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Over the past decade, corporate work family policies and programs have blossomed, and employer interest and activity in this area continue to grow, despite the difficult economic challenges confronted by most employers (Hewitt Associates, 1995) The changing demographics of the US workforce, and in particular the increased labour force participation of women, is one of the factors most commonly cited as a primary impetus for implementation of work-family initiatives (Galinsky et al., 1991).

In the pursuit of reducing stress, improving performance, increasing productivity, reducing costs and enhancing profitability in the workplace, organizations have been evolving new ways and means to build psychological relationships with employees. Work-life balance (WLB) is a common challenge throughout the industrialized world. Employees all over the world are facing challenges how to balance work and personal life (Ramachandra Aryasri A. & Suman Babu S., 2007).

Most cited work-family policies in work-family literature are on-site day care; help with day care costs, elder care assistance, information on community day care, paid parental leave, unpaid parental leave, maternity or paternity leave with reemployment, and flexible scheduling (Perry-Smith et al., 2000).

### a) *Work-Life Research in IT Sector in India*

During the period 1995-2000 India saw the information technology enables services (ITES) e g, call centre and software sector boom. Many organizations in this sector adopted work styles and organizational practices from developed countries in the west. Workers were expected to work 24/7 × 365 days of the year. To prevent such a work style from affecting worker health and productivity, workplaces offered services traditionally associated with the family and non-work domain within their premises such as gymnasiums, day-care facilities, laundry facilities, canteen facilities, even futons to sleep on if you felt like a nap (Uma Devi, 2002).. However in reality IT workplaces turned out to give very little room for family time and therefore did not live up to this promise. Also, since family friendly measures were offered more as an imitation of western organizational practices rather than from a genuine concern to enable (women) workers handle work and family responsibilities, they have suffered casualties during the recent recession in the IT sector (Winifred 2003).

There is more innovation conceiving work-life balance policies and practices in IT and IT enabled services-be they multinational or Indian companies-because of the preponderance of gender balance and resultant increased awareness and concern about family responsibilities. Interestingly, as Wipro's website puts it, the emphasis is on "Work balance towards life" rather than "life balance towards work". (C. S. Venkata Ratnam and V. Chandra, 2009). In view of longer working hours and around the clock support, IT workers suffer more from work-life conflict than in most other cases. (C. S. Venkata Ratnam and V. Chandra, 2009)

*b) Outcomes of work-life balance practices*

Much of the work-family evaluation research investigates the concerns of business with a focus on work-family policies' impact on recruitment, retention, and various proxies for productivity: employee morale, absenteeism, tardiness, job satisfaction, and stress – outcomes that reflect the "business case" concerns that motivate employers to implement family-supportive policies. (Debra B. Schwartz, 1996)

*c) Gender and Childcare Benefits*

The demographics of the workforce are steadily changing to include more women; meanwhile, the majority of childcare duties are still the responsibility of women, who may be particularly concerned with childcare arrangements during working hours (Gutek et al., 1988). Overall, women generally shoulder a disproportionate share of the responsibility for childcare, independent of the age of the child (Googins and Burden, 1987). For example, studies show that compared to fathers, mothers are more likely to stay home with a sick child (Northcott, 1983) and are therefore absent from work more often (Klein, 1986). This responsibility for family and childcare is not always easy to balance with the responsibilities of a job and can create role conflict that may negatively affect one's family, work, or both. Studies have shown that this type of conflict is more prevalent in female than in male employees (Jick and Mitz, 1985; Lewis and Cooper, 1988).

To lure more of them into a job, employers may have to offer everything from more flexible hours and part-time work to on-site day care and sick child backup care" (Bernstein, 2002).

Frone and Yardley (1996) asked Canadian employees to rate the importance of childcare assistance in addition to flextime, compressed work-week, job sharing, childcare assistance, work at home, and reduced work hours. This research found that gender was related to the perceived importance of two of the six family-supportive programs studied – job sharing and childcare programs.

*d) Childcare Assistance, an Employee Retention increaser and its importance*

Nowadays employers are in the habit of cutting costs. Childcare Assistance is one such work-life balance practice that adds minimal cost to the employers but moreover it adds many benefits to the bottom line like improved retention, increased performance, reduction of employee stress and there by increases Organizational Productivity.

Research has found that, as a result of the dramatic increase in demand of childcare assistance, issues surrounding childcare are of great interest to families, employers, and policy makers in the USA and other countries. (Timothy L. Keiningham et al., 2006).

Because few topics are as important to most families as finding the proper balance between caring for children and work, numerous studies by government entities, think tanks, non-profit organizations, and academic researchers have focused on childcare issues (Gain, 1999; Mitchell, 1992).

The NCJW study of 2,000 pregnant women also focuses on retention, absenteeism, and productivity. The NCJW study compiled a scale of eight indicators of an "accommodating workplace" that included sick leave, disability leave, parental leave, job protection and health insurance coverage during leave, a supportive supervisor, flexible scheduling, and some form of child-care assistance. The study found that women who worked for the most accommodating companies were more satisfied with their jobs, were sick less often, took fewer sick days, worked more on their own time, worked later into their pregnancies, and were more likely to return to work than women in less accommodating workplaces (Bond, 1987). Seventy-eight per cent of women in "highly accommodating" workplaces returned to their original place of work, compared with 52 per cent of women in unaccommodating workplaces (Piotrkoski, Hughes, Pleck, Kessler-Sklar, & Staines, 1993).

In her article, Schwartz asserts that business must recognize that management women represent a critical component of its talent pool to be retained and developed. She posits that the fact of pregnancy, childbirth, and motherhood is "the one immutable enduring difference between men and women" (Schwartz, 1989) and argues that this reality must be addressed.

For career and family women, Schwartz advocates the provision of extended leaves, part-time work, flexibility, and family supports (parental leave for men, flexible benefits, support during relocation, and child care). These would enable companies to retain talented women who – without such mechanisms for achieving the balance they desire – might otherwise leave (Schwartz, 1989).

The Singapore Government's universal education policy is an important and strong driving force encouraging more women to join the labour force. The foreign maid scheme, child care scheme, child care subsidy and tax rebates are also great pushing forces for women to remain in the workforce.

The 1991 Labour Force Survey showed that 75 per cent of the 32,900 persons who left the labour force were females. Of these female leavers 60.9 per cent were between 20 to 39 years old and 84 per cent were married; 59.1 per cent of the females left the labour force because of family commitments, including child care (Report on the Labour Force Survey, 1991). If mothers of young children are to be in the labour force, it is vitally important that there should be loving, competent and reliable substitute mothers who are readily available. Satisfactory child care arrangements (in terms of cost, quality, and convenience) will encourage mothers to remain or enter the labour force.

Generally in Singapore, providers of on- or near-site child care centres are organizations that belong to the public sector. In addition to the evidence from the research survey, which reflected that all the 15 organizations that had such provisions belonged to the government sector, the Ministry of Community Development also reported that only three out of the 22 workplace child care centres were set up by private companies.

Child care may also be included as a fringe benefit in a flexible benefit plan, so that employees may choose a small subsidy for child care as one of their fringe benefits. The employer either pays a small amount toward the employees' costs of child care or reimburses employees for part of the costs (Curson, 1986).

## II. Research Problem, Research Questions & Objectives

*a) Research Problem*

- The literature review reveals that there are very few studies in India which explore the impact of childcare assistance on employee retention.
- After having extensive discussions with the research guide, academicians, key HRD people in IT Industry and colleagues, the research problem has been formulated keeping following questions in perspective.

*b) Research Questions*

- Whether Childcare Assistance as a work-life balance practice is being adopted by IT organizations in India and what are its possible outcomes?
- How Childcare Assistance help organizations in increasing Employee Retention?
- How Management and Coworker Support helps in smooth implementation of Childcare Assistance in IT companies.

*c) Objectives of the Study*

- To study existing work-life balance practices in select IT organizations in Hyderabad.
- To study and analyze the influence of childcare assistance on employee retention.
- To study how management and co-worker support helps in smooth implementation of childcare assistance on employee retention.

## III. Literature Review

*a) Relationship of WLB outcomes to Childcare Assistance*

Friedman's (1989) review of the research pertaining to the impact of work-family policies on the bottom-line concerns of employers notes that most studies have looked at single policies, rather than at the cumulative effect of several initiatives provided simultaneously. Exceptions to this approach are the National Council of Jewish Women's (NCJW) (Bond, 1987) study of mothers in the workplace, and the more recent evaluations of Johnson & Johnson (J&J) (Families and Work Institute, 1993) and Fel-Pro's (Lambert et al., 1993) work-family initiatives. Overall, evaluations of single policies [child care (Galinsky et al., 1990; Perry, 1982) leave, flexitime] find the most consistent benefit those results in enhanced retention of employees. A positive impact on recruitment, productivity, and employee attitudes has also been cited by various studies.

*b) Research studies on Management & Co-worker Support*

The literature has suggested that the adoption of formal family-responsive policies may not have the desired effects if there is no supportive organizational culture (Kossek & Nichol, 1992). Therefore, if lack of supervisor and organizational support is shown from the research findings, then companies considering family-responsive policies should take steps to promote a corporate culture that values or at least accepts the necessity and potential long-term benefits of the policies.

Organizational culture is often cited as the key facilitator or barrier to work-life policies (Thompson et al., 1999) with cultural norms often over-riding formal policy intentions. According to the business case, a supportive culture (management and coworker support) can improve morale and motivation and reduce stress and absences.

i. *Management Support*

Based on a study of managers' and professionals' use of work-family policies specifically, Blair-Loy and Wharton (2002) also argue that employees were more likely to use these policies if they worked with powerful supervisors and colleagues who could buffer them from perceived negative effects on their careers.

ii. *Co-worker Support*

Another factor which may contribute to an understanding of why many employees are reluctant to take up work-family provisions is lack of co-worker support. Also referred to as the "backlash" movement (Haar and Spell, 2003), there is some evidence, based on theories of organizational justice (Hegtvedt et al., 2002) that resentment by some employees may contribute to a work environment where the utilization of work-life policies is not encouraged.

c) *Theoretical Perspective/Conceptual Framework for the Present study*

The theoretical underpinning for this present research study was also built on the concept of spillover theory (FIGURE A--Conceptual Model on Flexitime as a WLB practice and employee stress reduction outcome); Spillover theory can help explain the reciprocal relationship between work and family by accounting for both the positive and negative influence of multiple roles (Leiter & Durup, 1996). Spillover refers to the experiences (attitude, behavior, environment, demands, emotions, responsibilities, resources) of one role "spilling over" or affecting the other role. Spillover can simultaneously involve the experience of both stress and support. When an individual's experienced stress accumulates in one domain and cannot be contained within that domain due to lack of resources, the stress spills over into the other domain and is expressed there as well. For example, spillover from work to family occurs when an employee experiences a difficult, stressful day at the office and comes home to the family, yelling at one's spouse and children. Stress experienced at the office is then experienced at the home.

i. *Hypothesis*

After conducting an extensive review of literature, the following hypothesis predominantly in the alternate form is developed in line with the research problem and objectives.

*Ha : There is significant impact of childcare assistance on employee retention.*

## IV. Research Methodology

The primary data was collected from April'2012 to Sept'2012.The study is based on both the primary data and secondary data. Secondary data was collected from various research journals, books, magazines, websites related to the field of the study. Primary data was collected by administering a structured questionnaire to the junior level & middle level managers of the sample companies. A 1-5 point Likert Scale from strongly disagree to strongly agree has been used to measure the statements in the questionnaire. The measures were adapted and Cranach's coefficient of reliability was computed for all dimensions to verify the internal consistency of the items (Childcare Assistance and Employee Retention) that constitute the dimensions. For childcare assistance and employee retention scale, the number of items is 8 and the Cronbach alpha value is 0.967.

a) *Methodology and Sampling Design*

Firm size affects the type and extent of work-life balance policies that are offered. In their study of US firms, Galinsky and Bond (1998) found that company size was the next best predictor of the presence of work-life balance policies, after industry type.

Ten IT companies are selected on the basis of non-probability sampling which is non-random in nature. A total of 300 samples with 30 samples (Assistant Managers, Managers, and Sr. Managers) from each company had been included from the 10 companies based on simple random sampling. The sizes of each of the junior level and middle level management depends on the population of respective cadre of managers. Managerial personnel from HR, Marketing, Finance, Operations and Technical functions are included in the study. All these companies have more than 1000 employees each.

Males constitute 218 members (72.7%) and Females constitute 82 members (27.3%). They belong to age group between 25 yrs to above 45 yrs. The highest percentage of participants is between 35yrs-45yrs (45.7%). 280 participants i.e., (93.3%) are married and 20 participants (6.7%) are unmarried. Truly this is a representative of the work-life problems faced by married managerial personnel. 280 participants i.e., (93.3%) said they have children and 290 participants (96.7%) said they have elderly persons in their families whom they need to look after. 210 participants (73.3%) said they work more than 8 hrs and nearly 100 participants (33.3%) said they work night shifts (8pm-4am) and another important observation is that 244 participants (81.3%) said they have working spouses. All these combinations will help to further study and evaluate work-life balance practices on organizational outcomes. The following tables will explain the demographic characteristics of the respondents.

## V. Statistical Analysis and Results

The data is analyzed by using SPSS (Statistical Package for services and solutions) 18.0 version.

When asked how important you think the following work-life balance practices?

For Childcare Assistance : The data collected out of 300 Managerial personnel 24.3%-32.7% felt extremely important to important.13.7% respondents felt neutral and 15.3%-14.0% felt somewhat important to not at all important.

When asked "I would be less likely to quit a job that allowed childcare assistance". 90 (41.3%) male managerial personnel had responded "agree or strongly agree" whereas 41 (50%) female managerial personnel had responded "agree or strongly agree" and from the overall sample 131 (43.6%) male and female managerial personnel together had responded "agree or strongly agree". This explains that females' perception towards impact of childcare assistance on employee retention is more when compared to males.

*Table 1 :* Mean and Standard Deviation Scores of 'Overall Sample'

Descriptive Statistics

| | Mean | Std. Deviation | N |
|---|---|---|---|
| Employee Retention | 3.08 | 1.456 | 300 |
| Childcare Assistance | 3.33 | 1.379 | 300 |

Table 1 gives the mean and standard deviation scores for the overall sample of 300 managerial personnel (which includes Assistant Managers, Managers and Senior Managers). It is interesting to observe that the averages of these domains are almost the same with lesser variation on Employee Retention. For Childcare Assistance, the corresponding range is 1 to 5.

In order to measure the extent of linear relationship between the average Childcare Assistance scores and the average Employee Retention scores, Karl Pearson coefficient of correlation is computed; and is tested for significance.

Table 2 reveals that there is a positive correlation between Employee Retention and Childcare Assistance ($r=0.624$, $p=0.000$), and is found to be statistically highly significant. For future research, it may be suggested that Childcare Assistance can be used to estimate Employee Retention. Since managerial personnel from all cadres for the purpose of work-life balance practices study are included, it reflects the importance of Childcare Assistance to measure Employee Retention.

*Table 2 :* Correlation between Employee Retention and Childcare Assistance

Correlations

| | | Employee Retention | Childcare Assistance |
|---|---|---|---|
| Employee Retention | Pearson Correlation | 1 | .624** |
| | Sig. (2-tailed) | | .000 |
| | N | 300 | 300 |
| Childcare Assistance | Pearson Correlation | .624** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 300 | 300 |

**. Correlation is significant at the 0.01 level (2-tailed).

*Table 3 :* Coefficient of determination between Employee Retention and Childcare Assistance of 'Overall Sample'

Model Summary

Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .882 | .172 | | 5.118 | .000 |
| | Childcare Assistance | .659 | .048 | .624 | 13.803 | .000 |

a. Dependent Variable: Employee Retention

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .624[a] | .390 | .388 | 1.139 | .390 | 190.522 | 1 | 298 | .000 |

a. Predictors: (Constant), Childcare Assistance

*Table 4 :* ANOVA for 'Overall Sample'

Anova[b]

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 247.289 | 1 | 247.289 | 190.522 | .000[a] |
| | Residual | 386.791 | 298 | 1.298 | | |
| | Total | 634.080 | 299 | | | |

a. Predictors: (Constant), Childcare Assistance

b. Dependent Variable: Employee Retention

*Table 5 :* Regression Coefficient and its Associated Test of Significance for 'Overall Sample'

Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .882 | .172 | .624 | 5.118 | .000 |
| | Childcare Assistance | .659 | .048 | | 13.803 | .000 |

a. Dependent Variable: Employee Retention

The above article can be summed up in Fig. A (Conceptual Framework of Flexitime as a Work-Life Balance Practice and reduced employee performance outcome).

**FIG. A: Conceptual Framework of Childcare Assistance as a Work-Life Balance Practice and Increased Employee Retention Outcome**

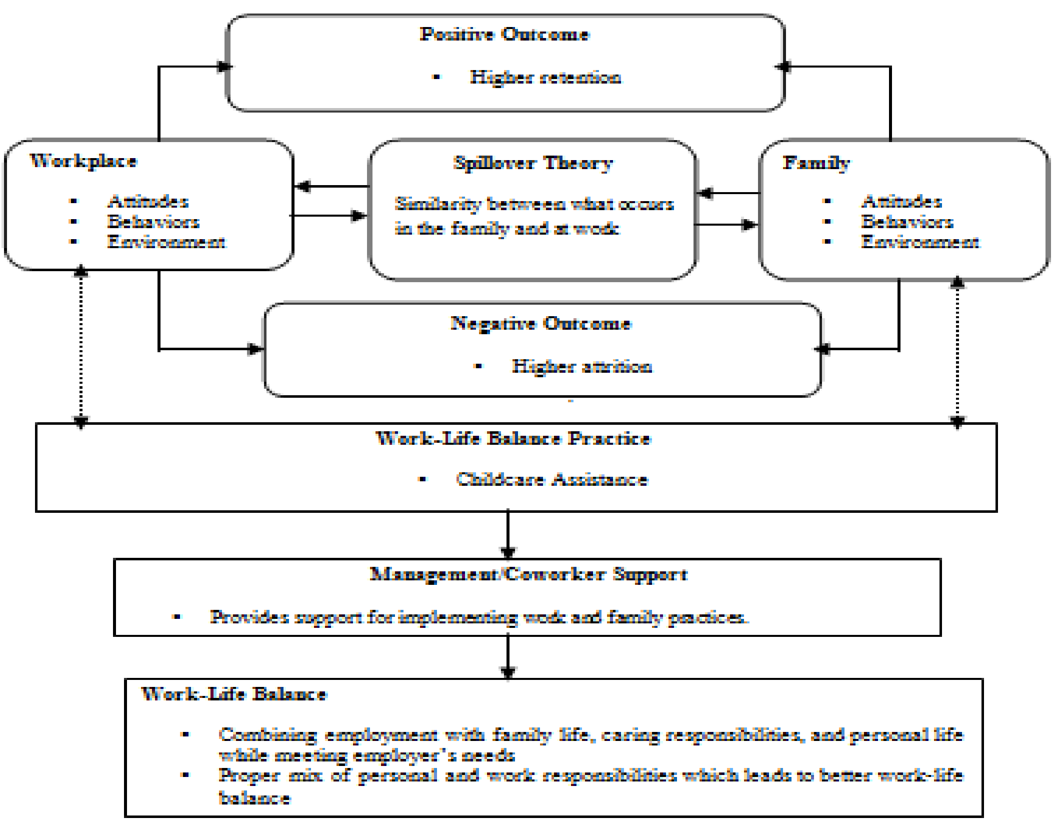


Fig A Conceptual Model of Work-Life Balance Practices and Increased Employee Retention Outcome

Note: → Direct Linkages ←····→ Interactional Impacts

The coefficient of determination R2 = 0.390, p=0.000 highlights that Childcare Assistance contributes on Employee Retention to a moderate extent (Table 3). Thus, Employee Retention can be estimated from Childcare Assistance scores.

The analysis of variance table (ANOVA) given in Table 4 reveals that the regression model fits well for the data (F=190.522, p=0.000).

The regression coefficient and its associated test of significance are given in Table 5. The fitted regression model is as follows:

Employee Retention = 0.659 Childcare Assistance + 0.882

From the above regression line, the average score on Employee Retention can be estimated for a given average score on Childcare Assistance. Further, the population regression coefficient is different from zero as t=13.803, p=0.000. It indicates that when the average Childcare Assistance score increases, the average Employee Retention score also increases proportionately.

Hence, the study hypothesis "There is significant impact of childcare assistance on employee retention" is accepted.

*a) Managerial implications of the study*

The findings of the study reveals that work-life balance is becoming a burning issue in IT sector in India. To facilitate employees, organizations are practicing work-life balance strategies like childcare assistance to their employees so that they can balance their work and life domains. Most of the western organizations are providing work-life balance practices like childcare assistance to its employees and are competing with the global organizations. Indian organizations should match with global approach in providing work-life balance practices to its employees.

The literature review revealed that there are only few studies in India in evaluating childcare assistance as a work-life balance practice based on employee retention. Either the study has been conducted by taking one practice or in single country.

Hence the researcher found that the existing literature was short of empirical studies in the area of evaluating childcare assistance as a work-life balance practice based on employee retention in India, thereby providing the impetus for this study. This research work, which is conceptual and empirical in nature, has taken a step, and a significant one in the Indian context to fill the void.

This study has been a modest attempt to evaluate childcare assistance as a work-life balance practice based on employee retention. The results of this study conclude that there is significant impact of childcare assistance on employee retention.

*b) Limitations and Future Suggestions*

- The study has been conducted in Hyderabad region, so the restricted geographical region is a limitation for this study.
- Only ten IT organizations from the IT sector are covered under this study and the results of the study cannot be generalized.
- Inclusion of very few female managerial personnel in the study.
- Only one work-life balance practice (Childcare Assistance) is evaluated based on employee retention.

This research work has been undertaken in Hyderabad region of Andhra Pradesh in India in ten organizations from the IT sector. The future research can be in areas of evaluation of work-life balance practices such as childcare assistance based on employee retention in other regions of India and in other sectors to compare the results to arrive at more generalized conclusions. Future research can also focus on the impact of other work-life balance practices on organizational outcomes. This research work has been carried out by taking managerial personnel as a sample, whereas future research can be focused by taking different samples like employees belonging to different levels and comparing between the levels.

## VI. Conclusion

To conclude how provision of work-life balance practices like childcare assistance may benefit organizations by improving employee retention rate where employees can perform to the best of their potential and also help policy makers to frame welfare measures to employees. Organizations should integrate childcare assistance as a work-life balance practice in core business objectives and also should use as a strategic tool for improving employee performance.

For effective implementation of childcare assistance as a work-life balance practice there should be both management and co-worker support and also organizations should observe the moods, attitudes, behavior and environment of its employees because spillover of these will have both positive and negative outcomes with reference to employee performance. Organizations should also consider other practices which will increase employee retention.

During this economic downturn or global recession organizations should adopt childcare assistance as a employee retention increaser tool because it does not add much cost to the organizations and moreover it adds many organizational benefits to the bottom line like increased satisfaction and productivity, retention of valuable employees ,reduced stress and decreased absenteeism apart from improving employee performance.

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# Entrepreneurship, Church Hegemony and Theological Seminary Education in South-South Nigeria

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*Keywords : curriculum outcomes, psycho-social characteristics, entrepreneurial abilities.*

*GJMBR-G Classification : JEL Code: L26*

ENTREPRENEURSHIPCHURCHHEGEMONYANDTHEOLOGICALSEMINARYEDUCATIONINSOUTHSOUTHNIGERIA

*Strictly as per the compliance and regulations of:*

# Entrepreneurship, Church Hegemony and Theological Seminary Education in South-South Nigeria

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*Abstract -* This study aims to ascertain the relationship between and among curriculum outcomes, personality traits, gender role stereotype, and common business practices and entrepreneurial abilities of theological seminary graduates. The study used export-facto research design and examined the effects of curriculum outcome, personality traits, gender role stereotypes, common business practices on entrepreneurial abilities on theological seminary graduates using five questionnaires. Results indicated that the independent variables when taken together correlated negatively with the dependent variable. The correlation was weak. It also showed that majority of the independent variables did not predict or contribute to the dependent variable. Only cognitive curriculum outcomes did the study was limited to theological seminary graduates, and their learning outcomes, personality trait, gender role stereotype, common business practices, and entrepreneurial abilities. This is an example of an identification of entrepreneurial abilities among theological seminary graduates and their ability to close the divide between spiritual and secular ethical principles and practices. This because principles and practices which divide entrepreneurial training have not been introduced into the curriculum of theological seminaries. Equally, job diversity initiatives are not generally part of theological seminary pedagogy.

*Keywords : curriculum outcomes, psycho-social characteristics, entrepreneurial abilities.*

## I. Introduction

From inception the church implements divinely directed action goals. These goals require neither mediocre leadership styles, follow-up of people, responsibility. Nor schedule to thrive; but commitment to long hours of work, doing hard labour and assumption of responsibility (Mahoney, 2001). These, of course, demanded of the church minister the aptitude, temperament, intelligence, lifestyle arising from parental situations, church background, formal education, God's grace, divine enablement, experience and history of credibility (Mahoney, 2001).

So, in the Theological Seminary, the curriculum context associated with learners' achievement of curriculum outcomes remains that identified with homiletics, text, topics, typicality, exposition, biographies, analogies, and analysis (Row lands, 2001). These contents of the curriculum emphasise acquisition of vast amounts of well-organised domain specific knowledge and processing strategies. To this end, they also pay attention to abilities, which facilitate recognition of important problem features quickly, in order to access chunks of relevant problem-solving strategies and solve the apparent problems efficiently and correctly (Anderson & Leinharett, 2002; Ericson & Charness, 1994; Morris, 2002; Chase & Simon, 1973; Gobet & Simon, 1996; Leighton, 2006 ).

Achievement of curriculum outcomes is facilitated by activities like thinking aloud, correcting partners' errors and omissions, providing detailed and elaborate explanations and presenting information in alternative forms like diagrams and drawings. The theory of cognitive elaboration comes to play (Slavin, 1992; Inebb, 1992). Consequently, activities such as soliciting learners' opinions, identifying differences in learners' opinion and interrelating divergent viewpoints remain fundamental to achievement of curriculum outcomes, therefore, also remains interaction among individuals of similar developmental levels (Yetter, Gutkin, Saunders, Galloway, Sobansky & Song, 2006).

There is learners' collaboration on achievement of curriculum outcomes. This exists as a function of the quality of social interactions among learners. Learners work together under conditions of positive interdependence, in which each learner's contributions are necessary for the group to teach the stipulated goal, and specific group contingencies established to reward the group for achieving the goal (Johnson & Johnson, 1990; Slavin, 1996).

None of the curriculum context discussed above shows a process of using data, experimentation and discovery to find the procedures that would best fit Theological Seminary learners should they decide to change the overall culture of their profession (Schmidtke, Badhesha & Moore, 2008). The training given in Theological Seminary is that which does not value diversity initiatives. This evident from the fact that diversity training and education programmes, organisational policies, monitoring programmes and career development programmes can not be identified of their curriculum. Their curriculum processes are not the type which increase cross cultural competence, awareness, and understanding among individuals through education programmes. They do not feature diversity

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training content and context; though recently diversity in their recipients' job environment continues to grow.

Ultimately, such commitment to diversity in job place environment has resulted in a change in the demographics of church ministers' workplace. In some instances, the church remains ran by men and women who are their presidents and founders (Douglas, 2001). In case, they feature a day-to-day management of its affairs by its founder. However, in larger congregations, some element of delegation is, or could be done. In a few other cases, its founder could delegate its management entirely, but retaining overall control over policy decision.

Despite the increasing popularity in job diversity, without diversity training no common form of awareness appears to be characteristic of managers of churches. Not even awareness training, which increases individuals' sensitivity to diversity issues like job cultural differences and common cultural biases (Arai, Wanca-Twibault & Shoekley-Zalabak, 2001) is given.

Although such training is not part of the Theological Seminary Curriculum, much is not understood about how initiatives of its recipients work in the enterprise sector and what factors influence their effectiveness as evidenced in the fact that:

- Decision making is often effected quickly because it often remains not necessary to consult with anybody else, apart from God and Bible;
- Consequences of decisions always remain the sole responsibility of the founder;
- The personality of the founder is often imprinted on the business of the church through his policies;
- It is always a unit small enough to make small-scale management possible;
- Difficulties of management often met in large organisations are often avoided (Pit field, 1977 );
- The media banners, hand bills, and posters is a potent and necessary vehicle for publicity or propaganda (Pit field, 1977; Douglas, 2001 );
- Capital required for starting and running the church is provided always by the founder;
- The risk, success and otherwise of running the church is undertaken alone by the founder and largely so according to his, or her entrepreneurial abilities.
- Its liabilities are not often limited; it failure could often lead to the sale of the founder's private assets
- The affairs of the church are not a separate legal personality; the founder is not distinguished from the affairs of the church (Anyanwuocha, 2003).

Finances needed to run the church always remain provided entirely by the founder. He or she does so with the believe that the world depends on each other. As such, he or she does the job of the church ministry in conjunction with what is obtainable of the larger society. The business of the church overseer becomes no longer simple but diversified. Hence it remains pertinent to find out whether training focused on biblical has any spill over effect on recipients' attitude, knowledge, skills and experiences towards another job or diversity in general.

Consequently, sound ethical principles and practices which were agreed to by professional bodies to control, or influence church ministers' behaviour, check and measure their performance, empower them to communicate well, enable them to understand and be strictly guided towards their oath, ensure they perform to standard are grossly abused (Imade & Ogiugo,2009). This normally is despite the fact that such ethics are set after much study of the laws guiding the operation of the churches and the environment of practice in general.

The current study, therefore, addressed this gap examining whether curriculum outcomes, gender role stereotypes, personality traits and common business practices of the society relate Theological Seminary graduates' attitudes to entrepreneurship.

The purpose of the study is to investigate the relationships that exist among and between curriculum outcomes, gender role stereotypes, personality traits and common business practices of the society and the entrepreneurial abilities of the Theological Seminary graduates. The paper should interest church ministers and theological seminary students since there is a very little research that has examined how diversity has adulterated sound ethical spiritual principles and practices that characterise the clergy.

## II. Statement of the Problem

In view of the foregoing, the study attempted to assess the current disposition of curriculum outcomes, gender role stereotypes, personality traits, and common business practices on the entrepreneurial skills of Theological Seminary graduates. Ultimately, the study was to come up with inferences on curriculum outcomes, gender role stereotypes, personality traits, and common business practices for Theological Seminary graduates to either enhance or undermine their entrepreneurial skills. Hence, the present study was ex post facto and committed to investigating the current level of theological seminary graduates' curriculum outcomes, personality traits, gender role stereotypes, and common business practices and their disposition towards their entrepreneurial skills in South-South Nigeria.

## III. Research Question

This study specifically attempted to answer the following questions:

a) What is the composite effect of curriculum outcomes, personality traits, gender role stereotypes and common business practices on entrepreneurial skills of Theological Seminary graduates?

b) What is the relative effect of each of the independent variables on entrepreneurial skills of theological summary graduates?

c) Which of the independent variables would predict entrepreneurial skills of theological seminary graduates?

## IV. Methodology

*a) Research Design*

The study was carried out using ex post-facto research design. The design was chosen because the study did not involve manipulation of variables but depended on information from respondents that had existed before the research was carried out.

*b) Population and Sample*

All Theological Seminary graduates in South-South Nigeria were targetted for the study. Of these, 45 were purposively selected for the study. These were in the denominations of those unemployed 5 (11.36%); those self employed 13 (29.54%); those organized private sector employed 19 (43.18%); and those government employed 8 (18.18%). In all 10 (22.73%) of the sampled Theological Seminary graduates were females; while 35 (79.54%) were males.

*c) Research Instrument*

The main instruments for the study were the Self Employment Characteristics Rating Questionnaires (SECRQ); the Common Small Scale Business Practice Questionnaire (CSBPQ); the Personality Job Creation Behaviour Inventory (PJCBI); the Gender Role stereotype Job Creation Inventory (GSJCI); the C-O Job Behaviour Inventory (COJBI). Each of the instruments is a 20-itemed questionnaire. They are modifications of those developed by the National Directorate of Employment (NDE) (1989); Hitchin (1996); Akinboye (2001) and Alexander (1996).

*d) Validity and Reliability*

These questionnaires were given to five experts in the Teacher Education Department, University of Ibadan for review. Some comments about their wordings, arrangement of items and rating scale were made and incorporated into the final edition of the instruments. Cronbach Alpha reliability was then used to determine their reliability coefficient. These stood at 0.83, 0.81, 0.91, 0.92, 0.93, and 091 for SECRQ, CSBPQ, PJCBI, GSJCI, and COJBI respectively.

*e) Procedure for Data Collection*

The investigators visited the Cross River State Ministry of Commerce and Industry: the National Directorate of Employment, Federal Secretariat Complex, Calabar; homes, Full Gospel Business Men Fellowship; Graduate Fellowship, Secondary schools, and business premises. This enabled them to obtain permission from leaders of the organisations to rationally select and use their members for the study. At the grant of the permission, members were selected and served the five questionnaires to complete. Twelve (12) research assistants were employed to help administer and retrieve the questionnaires. The exercise lasted for 3 months.

## V. Data Analysis and Result

Data collected with the questionnaires were pooled and analysed through Multiple Regression statistic and tested at 0.05 level of significance. Table 1 and 2 show summary of the results from data collected and analysed through the Multiple Regression Statistic.

*RQI :* What is the composite effect of curriculum outcomes, personality traits, gender role stereotypes, and common business practices on entrepreneurial skills of Theological Seminary graduates.

*Table 1 :* Composite effect of the independent variables on the dependent variable

Multiple R = 0.378

Multiple $R^2$ = 0.143

Multiple $R^2$ (Adjusted) = 0.058

Standard Error of Estimate = 9.530

| Sources of variation | Df | SS | MS | F-ratio | Sig.F |
|---|---|---|---|---|---|
| Regression | 4 | 606.990 | 151.746 | 1.671 | 0.176 |
| Residual | 40 | 3632.121 | 90.803 | | |
| **Total** | **44** | **4239.111** | | | |

P>0.05

Table 1, shows that a combination of the nine independent, sub-variables (masculine gender, feminine gender, introvert personality trait, extrovert personality trait, common business practices, cognitive curriculum outcomes, affective curriculum outcomes, psychomotor curriculum outcomes and field experience curriculum outcomes) yielded a coefficient of multiple regression of 0.378, multiple R square of 0.143 and Adjusted R square of 0.058. These results mean that 14.3% of the variance in entrepreneurial abilities of theological seminary graduates can be explained by the combined influence of unemployment, curriculum outcomes and psycho-social characteristics.

The table also shows that the analysis of variance for the multiple regression data produced an F-ratio of 1.671 which is not significant at 0.05 level. This indicate that the predictor variables have no combined effect on the criterion variable (entrepreneurial abilities).

*RQ2 :* What are the relative effects of the independent variables on entrepreneurial skills of Theological Seminary graduates?

*Table 2 :* Relative relationship of the independent variables

| | un-standardised | | Standardised Coefficient | T-ratio | Sig t | Rank |
|---|---|---|---|---|---|---|
| Variable | B | S.E.B | Beta (β) | | | |
| Masculine gender role stereotype | -5.280 | 0.167 | -0.001 | -0.003 | 0.998 | 9th |
| Feminine gender role stereotype | 3.328 | 0.133 | 0.061 | 0.251 | 0.803 | 8th |
| Introvert personality trait | -5.538 | 0.166 | -0.191 | -0.334 | 0.740 | 6th |
| Extrovert personality trait | -0.152 | 0.130 | 0.197 | -0.167 | 0.251 | 5th |
| Common business practices | 0.192 | 0.197 | 0.323 | -0.977 | 0.333 | 2nd |
| Cognitive curriculum outcomes | 0.248 | 0.111 | 0.520 | 2.243 | 0.031* | 1st |
| Affective curriculum outcomes | -0.132 | 0.113 | -0.319 | -0.168 | 0.251 | 3rd |
| Psycho-motor curriculum outcomes | -7.708 | 0.095 | -0.189 | -0.815 | 0.421 | 7th |
| Field experience curriculum outcomes | -8.383 | 0.125 | 0.199 | -0.668 | 0.508 | 4th |
| (Constant) | 77.694 | 7.911 | | 9.821 | 0.000* | |

*Significant at $p<0.05$

Results in Table 2 show the Beta weights and provides indication of relative effects of each of the predictor variables on the prediction of theological seminary graduates' entrepreneurial abilities when other variables are controlled. The results show that only the t-value for cognitive curriculum outcomes (2.243) was significant at 0.05 level.

All other t-values (-0.003, 0.251, -0.334, -0.167, -0.977, -0.168, -0.815, and -0.668) for masculine gender, feminine gender, introvert personality, extrovert personality, common business practices, affective, psycho-motor and field experience curriculum outcomes respectively were not significant at 0.05 level. These results imply that only cognitive curriculum outcomes significantly predicted the entrepreneurial abilities of theological seminary graduates in the study area. The predication equation, thus obtained is given as:

$$Y^1 = 77.694 + 0.248_X.$$

## VI. Discussion

This study has revealed that the independent variables taken together correlate negatively with the dependent variable; and the correlation is weak. It also has shown that majority of the independent variables do not predict or contribute to the dependent variable. Only cognitive curriculum outcomes do. This finding is in line with the position of Alexander (1996) and Obe and Asiedu (1988). To the former cognitive curriculum outcomes are job related, because they warrant the process of logical thoughts and interpretations which relate events into meaningful patterns. The latter sees cognitive curriculum outcomes as not only enigmatic of internal thought processes: but rational decisions of what to do relative to likely outcome. To further support this position is Oyedeji (1988). He portrays curriculum outcomes as a type of intelligence which features the ability to shift thinking from one approach or procedure to another. This type of cognitive outcome he sees as constant throughout life.

## VII. Conclusion

Arising from the foregoing the following recommendations are made. First, designers, planners and developers of the Theological Seminary curriculum should make its content and context cognitive outcome compliant. They should also organise workshops, conferences, talk-shops, seminars on the place of cognitive curriculum outcomes in the entrepreneurial development of Theological Seminary graduates. Researchers on entrepreneurial development should as well intensify efforts to document and publicise the prevalent state of entrepreneurship among Theological Seminary graduates as a way of creating greater awareness, knowledge and application of routine and non-routine tasks not only within the educational sector, but also in the larger society. Finally, further investigation into knowledge and practices of entrepreneurship among theological seminary graduates may be conducted to either support or reject some of the findings of this small scale study. Such additional investigation may need to consider several other discussions like actual classroom situations and lecturer qualifications which were not taken into consideration in the present study.

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# Synthesis on Push Pull Dichotomy and its Resulting Impact on Tourism Trends

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*Abstract -* The dichotomy rallying behind the concepts of push and pull dimensions in the tourism paradigm with their underlying formulations are systematically analyzed. The factors relating to various forces that are motivating the tourist for travelling to different destinations are investigated along with role and influence of the cognitive mind by probing into traditional scriptures followed by systematic field surveys. The results of these studies indicated that motive motivation construct is corresponding to the Maslow's hierarchy of needs tending towards actualization of travel experiences.

The travel path from origin based push factors along with those forces which are pulling a tourist to the destination is conceptualized by design and development of a double engine locomotive resulting in dual stimulus curve. This stimulus is studied by analyzing the foreign and domestic tourist data that are found to be corresponding to the personal place bond and nationality for a given cultural context which explained tourism trends. Contrary to the popular belief in tourism literature, the present findings go on to show that both the organs-of-perception and organs-of-activity are to be in unison without any dissonance for realizing the maximum travel experiences.

*Keywords : stimulation, cognition, emotion, mind, push pull engine.*

*GJMBR-G Classification : JEL Code: L83, FOR Code: 900399*

SYNTHESISONPUSHPULLDICHOTOMYANDITSRESULTINGIMPACTONTOURISMTRENDS

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## I. Introduction

Tourism is a human activity (Holloway and Taylor 2006) depending on the motive force within a person that arises from the urge of an individual towards the travel. Motives are quoted to be latent needs (Heckhausen 1989) to do things in order to achieve something whereas motivations are stated to be some kind of internal drive (Harmer, 2001) which pushes someone by internally generated needs. Moutinho(1987) earlier observed that push factors indicate a state of need that exerts on the individual which are likely to bring satisfaction while actualizing these needs. Further Maslow(1954) hierarchy of needs which is the most applied(Mayo & Jarvis, 1981) in the tourism literature observed that these push factors are originating from human motivation for satisfying physiological and psychological needs hierarchically towards their actualization. These motivational needs are said to arise (Malay Biswas 2008) from the over-stimulation or under-stimulation in the mind for engaging in tourism activity for reducing the dissonance or disequilibrium (Kim, Lee, & Klenosky, 2003) in the mental system.

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Tourism motivations are attributed to be push and pull factors (Bashar Aref and Mat Som 2010) where people are pushed by their own internally generated needs who are in turn pulled towards the attractiveness of a destination. These destinations are observed to be possessed with an amalgam of tourism products, facilities (Cooper et al 2005) and services in the geographical component of a tourism system. While analyzing the tourist sites, Crompton (1979) classic study brought out seven socio-psychological push motives and two cultural pull motives for embarking upon recreational tour. Later David Weaver (2000) reclassified these motives into five push factors and nine pull factors while commenting on the very nature of the push pull nomenclature. But Snepenger et al (2006) opined that by visualizing these two factors as two separate push and pull entities may satisfy the statistical purpose and serve for an occasion. Therefore these classifications resulted in analyzing these factors as two separate constructs or two related entities or one preceding (Dann, 1977) the other. Further it is found that the cognitive counterpart is ill-defined (Gnoth 1997) in recreation studies while emotive forces at the destination is well defined.

But several investigators from different fields (Cohen 1972; Plog 1974; Iso Aloha 1982, Gnoth 1997) have attempted to identify the basic motive behind motive motivation construct in a tourism paradigm. During the process it is found, the motive nature of a mind has a tendency to repeat its own emotive thoughts (Gollwitzer, Heckhausen & Steller, 1990) by virtue of its cognitive power which can perceive well in advance various attractions at the destination. Atkinson (1997) later confirmed the above mechanisms can be understood from the comprehensive meaning of the mind that perceives, thinks, feels, wills and desires with its intellect. Since tourism paradigm is related to human beings and human nature, it is observed to be complex proposition (Yoon and Uysal 2005) to investigate why people travel and what they need to enjoy despite all these formulations and classifications.

Therefore the motive motivation construct is corresponding to push and pull factors depending on the cognitive and emotive forces of the mind in making a decision to travel to a destination. Various elements involved in the push pull milieu are systematically codified and presented in the Table 1 for further analysis.

*Table 1 :* Concepts and Contents proposed by various Authors on Push Pull Dimensions

| S No & Driving Factors | Proposed Author and Year | Concept and Contents | Notions for the Drive |
|---|---|---|---|
| I. Motive Latent Need (Heckausen 1983) | Gray (1970) | Destination choice based on Wanderlust and Sunlust | Reason |
| | Iso Ahola (1982) | Escape and seeking for pleasure | |
| | Baloglu & Uysal (1996) | Differences in the demographic characteristics such as age, gender, marital status, income and education | |
| II. Motivation Process towards fulfillment | Maslow (1970) | Hierarchy Theory of Motivation: Physiological needs followed by higher levels of psychological needs and the need for self-actualisation | Elicit control and sustains certain behaviour |
| | Iso Ahola (1983) | Triggered by seeking (intrinsic rewards) and escaping (routine/familiar environments) | |
| | Harmer (2001) | Some kind of internal drive which pushes someone to do things | |
| | Geen, Beatty & Arkin (1984) | Inferred intra-personal process that directs, activates and maintains behaviour | |
| | Dann (1977) | Categorisation into anomie desire to transcend the feeling of isolation and ego-enhancement recognition conferred by travel | |
| III. Push Factors: Drives the Mind at origin | Kim et al. (2003) | Categorisation into four domains, i.e. family togetherness and study, natural resources and health, escaping from everyday routine, and adventure and friendship building | Sense organs |
| | Weaver (2000) | Market or Origin-based forces (Demand side) Push Factors: Economic factors, Social factors, Demographic factors, Technological factors, Political factors | |
| IV. Pull Factors : Drives the Body towards destination | Weaver (2000) | Product or Destination-based forces (Supply Side)Pull Factors: Geographical proximity to markets, Accessibility to markets, Availability of attractions, Cultural links, Availability of services, Affordability, Peace and stability, Positive market image, Pro-tourism policies | Action organs |
| V. Push and Pull : Synthesis of Mind | Crompton (1979) | Tourist motive as a force based on seven socio-psychological and two cultural motives | Decision making or Destination choice |
| | Uysal & Jurowski (1994) | Push factors are those which drive a tourist to travel and Pull factors are those which draw the tourist towards the destination's attractions | |
| | Murray (1938) | Dichotomy Model relating to Need and Press | |
| VI. Mind Weighs emotion versus expectation | Sir W. Hamilton (Atkinson 1997) | Feels, thinks, perceives, wills, desires | Perceives, Thinks, Feels, Wills, Desires |
| | Neulinger (1979) | Freedom of the state of mind to perform any activity | |
| VII. Destination A place where the happening is destined | Weaver (2000) | Destination region is a geographical component of tourism system | Some form of actual or perceived boundary |
| | Cooper et al. (2005) | Destinations are amalgams of tourism products, facilities and services | |
| | Pat Schaumann (2005) | A particular place to support client needs | |

The analysis of the above table readily explains those push and pull forces which corresponding to the motive motivation gesalt engineered by the mind for motivating a person to engage in a travel activity. Therefore these forces that are acting on the mind of a tourist starting from the origin to the destination are schematically modeled by designing a double engine locomotive and presented in Figure 1.

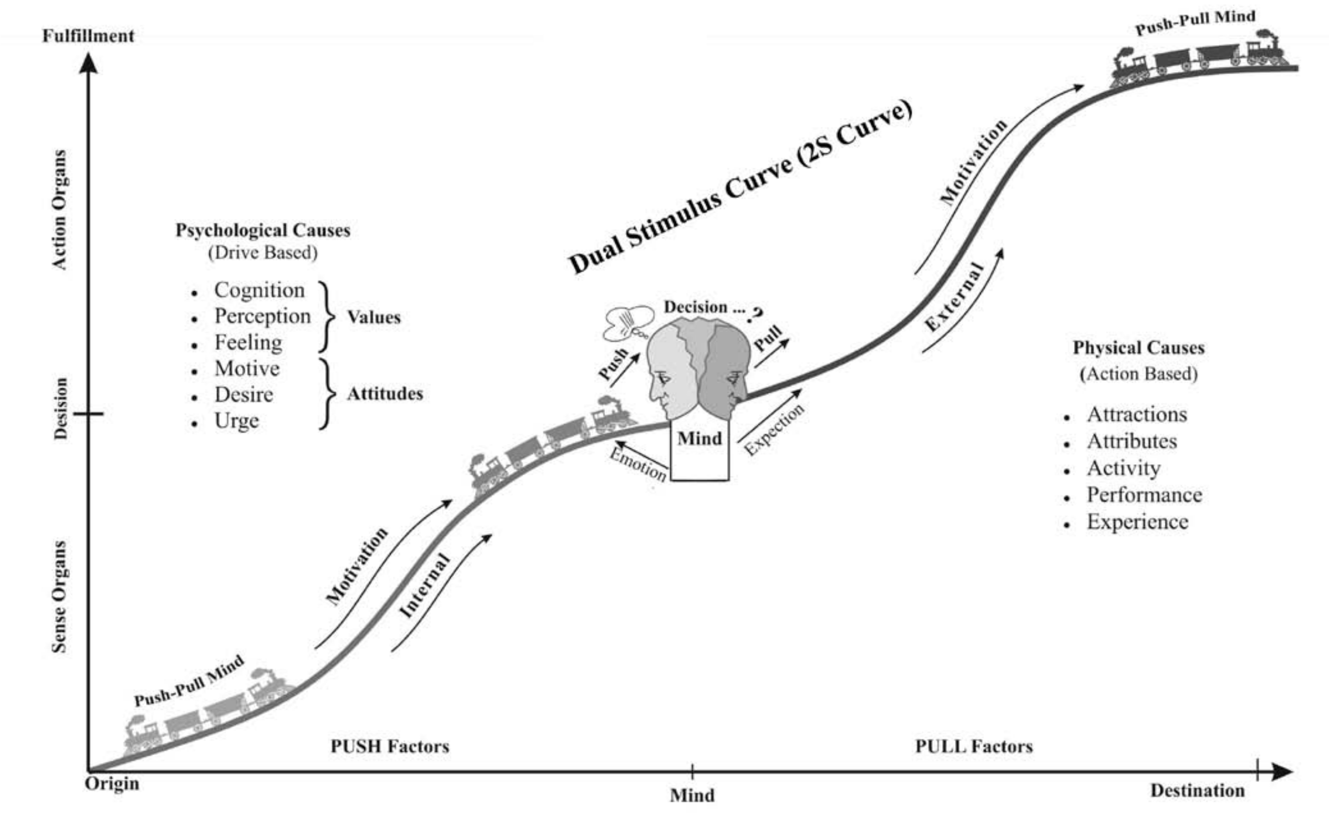


*Figure 1 :* Stimulus Paradigm involving Sense & Action Organs Engineered by Push Pull Mind

It can be observed from the Figure that the dual stimulus from the push pull mind is metaphorically represented by a locomotive, hauled engine, moving from the origin to destination on a track of the intrinsic and extrinsic motivations. It can be further observed from the Figure 1 that the origin-based forces are comprising of cognition, perception, feeling, motive, desire and urge which is pulling a person towards the destination. On the other hand, pull factors are observed to be attractiveness, attributes and other contemplated recreational activities including expected performances and likely experiences at the destination.

The push pull engine triggered by the emotive thoughts moves from the origin towards the mind where it weighs all travel choices and options along with their pros and cons for getting signalling the mind for the onward move of a tourist towards the destination. During the process, titrations would take place between the cognitive and emotive reagents in the mind to release the stimulus energy for deciding whether to accelerate or withdraw from the travel path. It can be observed from the Figure that the dualism of the mind in the person is schematically presented at the center of the stimulus path looking on either side of the origin and destination. It can be further visualized that the mind acts as a facilitator with its emotive thoughts on every move of stimulus path to pull a person towards the destination. Thus the dual stimulus path is arising from push and pull forces formed in the S type curve in a slanting position involving both the stimulus which will be henceforth called as a '2S Curve'.

However it is observed from the Western literature (Dumazedier 1967; Krippendorf 1987; Parker 1983) free time and holidays in leisure studies are inevitably connected to the concept of self-actualization or self-realization. Further it is observed the usage of self-actualization is in synonymous with self-realization for tourism paradigm. These self-concepts and their synonymous usages prompted the author to probe into traditional Indian scriptures.

## II. Traditional Revelations behind Push Pull Mechanisms

As per the ancient Indian scriptures every human being possesses two bodies on material plane, one is the physical gross body and the other the imaginary subtle body within the gross body where the mind is perceiving with its intellect. Further these scriptures stated the mind is internal to the vital energy which acts as a motive power for the gross and subtle body. These three dimensions of the being i.e., mind, body and the energy are not isolated from each other and together form the total individual person as elucidated in the following verse.

*Gnanendriya Panchaka , Karmendriya Panchaka,*
*Pranaadi Panchaka, Samyuktham Jayathe*

*Vedanta Paribhasha, 7-3*

The above verse clarifies that the gross body comprises of a set of five elements known as the organs-of-activity while the subtle body comprises of another set of five elements known as organs-of-perception which are activated by the vital energy that composes of five gaseous elements.

The organs of action are denoted in the scriptures to be made up of Vocal cord (*vak*), hands (*pani*), feet (*pada*), genitals (*upastha*) and anus (*payu*). In a similar way the organs-of-perception which facilitates different perceptive functions of the gross body are skin (*Thwak*), eye (*chakshu*), ears (*srothra*), tongue (*jihwa*), nose (*ghrana*). The same has been denoted in the following verse of the scripture.

*Thwak Chakshu Srothra Jihwa Ghrana*
*Vaak Paani Pada Payu Upastha*

*Vedanta Paribhasha, 7-3*

However, the mind which is driven by the intellect is always under the influence of external objects in the physical world. Hence organs-of-perception arouse the emotive thoughts by virtue of cognitive power of the mind for inducing the organs-of-action towards an activity. This is described in the following verse.

*mamaivaamsho jeevaloke jeevabhootah sanaatanah;*
*manah shashthaaneendriyaani prakritisthaani karshati*

*Bhagavad Gita, 15-7*

Further these cognitive attributes of the mind found to be involving three characteristics (Bhargava Teja 2011) namely satwa(serenity) rajas(source of desire) tamas(ignorance) which are responsible for letting lose the flood of stimuli in the mind by the attractive objects in the physical world. As a result of varying proportions of these three tendencies, the inner equipoise and serenity in the mental pool starts getting disturbed as described in the following verse.

*trai-gunya-vishaya veda nistrai-gunyo bhavarjuna*
*nirdvandvo nitya-sattva-stho niryoga-kshema atmavan*

*Bhagavad Gita, 2-45*

However the disequilibrium in the mental system can be avoided for excelling oneself in any activity with the concerted effort of organs-of-perception led by the mind which is more specifically described in the following verse.

*Yastvin-driyani manasa niyamya-rabhate'rjuna*
*Karmen-DriyaihKarma-Yogana-Saktah Sa Visisyate*

*Bhagavad Gita, 3-7*

Towards such an action the traditional scriptures prescribed a twofold path with each one acting complimentary to another for achieving the state of equilibrium without any dissonance as denoted in the following verse.

*Loke'smin dwividhaa nishthaa puraa proktaa mayaanagha*
*Jnaanayogena saankhyaanaam karmayogena yoginaam*

*Bhagavad Gita 3-3*

It is further clarified in this scripture that these two paths are driven by the mind with its intellect in coordinating both organs-of-perception and organs-of-action simultaneously and synchronously. Though these declarations are found to be corresponding with modern tourism literature (Tasci & Gartner, 2007; Young, 1999) relating to social construct, but its cultural counterpart is observed to be an area of neglect. More specifically the personal place bond (Shumaker & Taylor, 1983) and the nationality (Saarinen, 2004) relating to the cultural context are also observed to be under explored. Therefore systematic field surveys are carried out by selecting a typical tourist destination for particularly validating the cultural context by analyzing the nature and behaviour of tourist choices and preferences towards particular destination along with their polarizations.

## III. Push Pull Milieu and its Impact on Tourism Trends

The selected destination is the state of Andhra Pradesh (AP) which is acclaimed as the Kohinoor of India showcasing all the attractions of the India that are naturally gifted to this ancient land. The state is seated on a plateau resting over one of the oldest rock formations of millions of years old in the World. With a unique blend of ancient and modern cultures coupled with splendor, beauty and distinct geography is gifted with longest coastal line. It provides pristine beaches with silver sands and golden sunshine covering nine of the 23 districts with equal access. Hence the destination is known to be the tourism paradise (Bhargava Teja 2009) for leisure and recreation experiences by drawing the visitors from all over the globe. The important tourist destinations along with geographical map of the state of AP are presented in Figure 2 along with detailed legend.

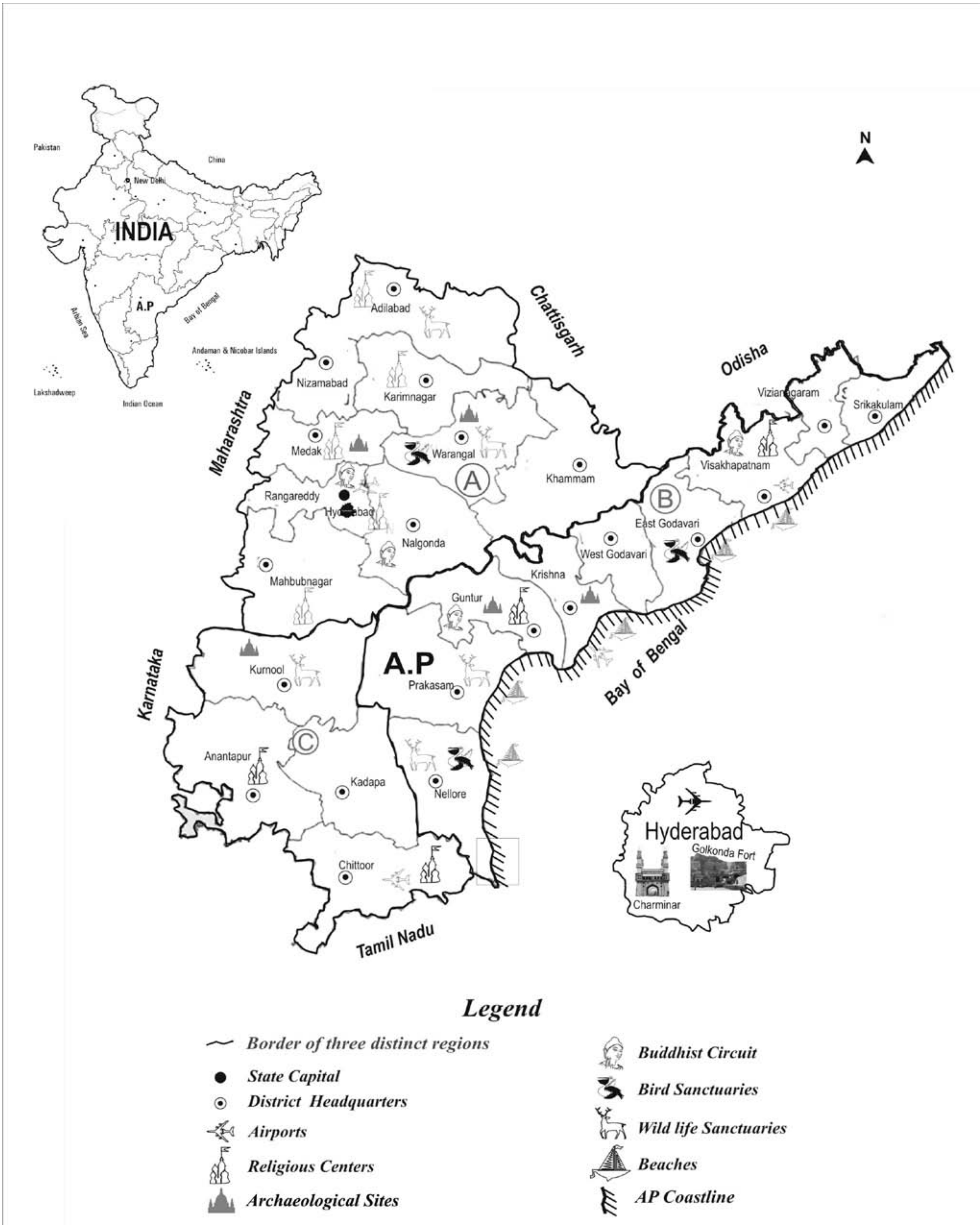


*Figure 2 :* Locations of Natural, Cultural and Business Attractions in AP

It can be observed from the Figure that the state is demarcated with three distinct regions with their unique cultural characteristics and crowned by richest temples, Buddhist stupas some of which were established during the life time of Buddha. Further the picturesque land in the state is intermittently disturbed by the presence of Eastern Ghats which are associated with long waterfalls and famous lakes. These lakes are attracting migrating birds from farther lands including Australia and Siberia forming famous bird sanctuaries as their native habitats. Detailed surveys are carried out for identifying the significance of various attractions and are classified in accordance with Weaver & Lawton (2000) which are presented in Table 2.

*Table 2 :* The Details of Natural, Cultural and Business Sites along with their Location and Unique Features

| S.No | Types of Tourism | Location | Unique Features |
|---|---|---|---|
| I<br>i. | Natural Tourism<br>*Topography:*<br>• Mountains, | Eastern Ghats | Long stretch of Watershed mountains in the east coast |
| | • Valleys | Araku valley (Visakhapatnam) | Ethnic tribal and folk culture nestling n the verdant hills |
| | • Caves | Borra caves (Visakhapatnam), | One million year old caves |
| | • Beaches | Vodarevu (Ongole), Bheemili, Rishikonda (Visakhapatnam) | Glittering wide sand banks with highly mesmerizing locations |
| ii. | *Hydrology*.<br>• Waterfalls | Talakona (Chittor), Kuntala (Adilabad) | Enchanting locations for enjoying the nature's beauty |
| | • Lakes | Kolleru (Krishna) and Pulicot (Nellore) | • Kolleru is the largest fresh water lake in India<br>• Pulicat is the second largest brackish salt water lagoon and also a Ramsar site. |
| | • Islands | Bhavani (Vijayawada) | Second largest river island in India |
| iii. | *Wildlife* | Nelapattu bird Sanctuary (Nellore),<br>Tiger Reserve (Srisailam) | • The largest Pelicanary in South East Asia with more than 1500 Pelicans<br>• Largest Tiger reserve in India |
| iv. | *Vegetation* | Nalla malla forests (Kurnool) | The largest stretch of undisturbed deciduous forest in South India. |
| II<br>i. | Cultural Tourism<br>*Historical:*<br>• Forts | Golconda (Hyderabad) , Bhongiri, Kondapalli, Warangal | • Built in 1143 A.D standing on isolated granite hill protected by nature made girdle of tall hills.<br>• Awe and wonders as stand out as a testimony of vestiges |
| | • Buddhist circuits | Amarvathi (Guntur), (Visakhapatnam), Totla Konda, Baavakonda, Nagarjunakonda | Most important of Buddhist circuit came in during life time of Buddha i.e., 2nd Century BC |
| | • Museums | Salar Jung Museum (Hyderabad) | One-man antique collection dating back to 1st century A.D from all over the world. |
| ii. | *Religious* :<br>• Temple | Balaji Temple (Tirupati) | The most visited place of worship in the world |
| | • Jain Temple | Kolanupaka (Warangal) | 2000 years old, having 1.5 meters high image of Mahavira |
| | • Mosques | Mecca Mosque (Hyderabad) | Built in 1694 A.D which can accommodate 10,000 people at a time. |
| | • Church | Medak Church (Medak) | World's Second Largest Diocese |
| | • Spiritual Centre | Puttaparthi (Anantapur), Chinnajeer(Vijayawada), | Renowned spiritual centers of the world. |

| | | | |
|---|---|---|---|
| iii. | *Performing Applied Arts & Handicrafts*<br>• Dances | Kuchupudi, Andhra Natyam, | Arena of music, dance and festivals of aesthetic<br>enjoyment and entertainment |
| | • Art Gallery | Shilparamam(Hyderabad) | A showcase for preservation of traditional crafts |
| | • Handicrafts | Soft Wooden toys (Kondapalli) | Painted with vegetable dyes, and vibrant enamel<br>colors are world famous artistic wonders. |
| iv. | *Traditional Fairs and Festivals* | International Kite Festival (Hyderabad), Lumbini | International Kite Festival organized by the Tourist Corporation |
| | | Festival. Visaka Utsav (Visakhapatnam) | |
| III<br>i. | Corporate Business<br>*Health*<br>• Hospitals chains | Apollo, Care, KIMS, NIMS | Wide area of highly skilled professionals with international recognition |
| | • Ayurveda & Naturopathy | Venkateshwara Ayurveda Nilayam(Chintaluru) | World famous *Ayurvedic* and aturopathy centres. |
| ii. | *Retail*<br>• Convention Centers | Hi-tech City, HITEX (Hyderabad). Destiny city (Visakhapatnam) | Most advanced convention centers with modern state of art with highest seating capacity. |

Accordingly the data pertaining to foreign and domestic tourists visiting to all these attractions is systematically investigated. Simultaneously the data pertaining to major tourist attractions are surveyed in all over the states for validating the observed trends in the state of A.P. It is found during the analysis that the majority of the tourists are drawn to over eleven districts of A.P whereas seven Indian states are attracting maximum number of foreign tourists with their unique features and their attributes. Hence the data pertaining to all these top destinations in the state as well as in the entire India are codified and presented in Table 3 a & b.

*Table 3a :* District-wise Distribution of Domestic and Foreign tourists in Andhra Pradesh

| S.No. | Districts of Andhra Pradesh | Tourist Arrivals | | | | | | | | Unique Features |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Domestic Tourists (in thousands) | | | | Foreign Tourists (in numbers) | | | | |
| | | 2008 | 2009 | 2010 | 2011 | 2008 | 2009 | 2010 | 2011 | |
| 1. | Chittoor | 48534 | 61779 | 71422 | 84547 | 617 | 1015 | 1245 | 2254 | World's largest pilgrim centre |
| 2. & 3. | Hyderabad and Rangareddy | 11522 | 12545 | 13562 | 14598 | 725252 | 752935 | 802145 | 895698 | Microcosm of Culture & Urban tourism |
| 4. | Karimnagar | 8101 | 14123 | 12454 | 13569 | - | - | - | - | Wildlife, handicrafts |
| 5. | Kurnool | 7861 | 18687 | 19954 | 21012 | 19 | 50 | 54 | 65 | Second largest cave in India |
| 6. | Mahabubnagar | 8426 | 11923 | 14425 | 16547 | 278 | 15 | 24 | 32 | Handlooms, pilgrim centres |
| 7. | Khammam | 8930 | 7210 | 8596 | 9956 | 169 | 143 | 251 | 325 | Forestry & Wildlife, Srirama Temple, |
| 8. | Krishna | 8212 | 6991 | 7548 | 8654 | 2695 | 510 | 645 | 754 | 2nd largest river island, largest fresh water lake |
| 9. | East Godavari | 6154 | 6559 | 6954 | 7548 | 1299 | 2546 | 3214 | 6547 | Wildlife, handicrafts |
| 10. | Adilabad | 5709 | 8764 | 9874 | 10214 | 207 | 264 | 289 | 332 | Wildlife, Waterfalls |
| 11. | Visakhapatnam | 3149 | 4083 | 5632 | 6587 | 30964 | 24405 | 23541 | 25698 | Pristine beaches, Araku valley, Buddhist centres |
| Total Tourists at<br>• Eleven Districts | | 88914 | 115146 | 130058 | 148722 | 770033 | 790391 | 839572 | 940966 | Chittoor district stands as the largest tourist destination in the world |
| • Andhra Pradesh | | 132684 | 157489 | 155789 | 165424 | 789180 | 795173 | 771536 | 964514 | State with maximum number of domestic tourists in India |

*Table 3b :* Domestic and Foreign Tourists at World Heritage Sites

| S.No | World Heritage Site (State/UT) | Foreign Tourists | | | | | Domestic Tourists | | | | | Unique Features |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 2007 | 2008 | 2009 | 2010 | 2011 | 2007 | 2008 | 2009 | 2010 | 2011 | |
| 1 | Taj Mahal (Uttar Pradesh) | 586105 | 591560 | 491554 | 621183 | 671233 | 2624085 | 2635283 | 2585560 | 4087968 | 545678 | Taj Mahal is the jewel of Muslim art and one of the universally admired masterpieces of the world's heritage |
| 2 | Agra Fort (Uttar Pradesh) | 357570 | 385697 | 314116 | 381479 | 423432 | 1177133 | 1289810 | 1398890 | 1417641 | 1654567 | Fortress of red sandstone encompasses within its 2.5-km-long enclosure walls |
| 3 | Qutub Minar (Delhi) | 282451 | 277453 | 221623 | 288180 | 324563 | 2019453 | 2121421 | 2151677 | 2498907 | 276878 | It is the tallest minaret in India which is made up of red sandstone and marble |
| 4 | Hanumayun's Tomb (Delhi) | 210384 | 223076 | 183042 | 228914 | 287987 | 230568 | 260234 | 295726 | 355629 | 435455 | Humnayun Tomb was the first garden-tomb on the Indian subcontinent |
| 5 | Red Fort (Delhi) | 158956 | 153551 | 126946 | 142029 | 165434 | 2060420 | 2176764 | 2371152 | 2262810 | 2309453 | Shah Jahan built the Red Fort in 17th century as the royal residence. |
| 6 | Group of Temples, Khajuraho ( Madhya Pradesh) | 84887 | 89174 | 65860 | 90721 | 100122 | 193764 | 201353 | 228503 | 234950 | 2389125 | Khajuraho Group of Monuments is one of the "seven wonders" of India. |
| 7 | Buddhist Monuments, Sanchi (Madhya Pradesh) | 24032 | 12333 | 5409 | 6775 | 8779 | 103734 | 139603 | 167460 | 196211 | 221234 | Sanchi Stupa commissioned by Emperor Ashoka during 3rd century BC |
| 8 | Group of Monuments Mamallapuram (Tamil Nadu) | 71055 | 36163 | 62874 | 69758 | 74565 | 802000 | 241520 | 951015 | 987576 | 1067453 | These monuments including the largest open air bas relief in the world, |
| 9 | Ajanta caves (Maharashtra) | 35122 | 29365 | 22964 | 28192 | 31234 | 300744 | 290062 | 346018 | 389572 | 456234 | 30 rock-cut Buddhist cave monuments which date from the 2nd century BCE |
| 10 | Elephanta caves (Maharashtra) | 20332 | 16924 | 20287 | 25718 | 29876 | 234225 | 240042 | 298533 | 304185 | 432635 | The caves are hewn from solid basalt rock dated to 5th century |
| 11 | Ellora caves (Maharashtra) | 16905 | 18291 | 18946 | 32540 | 35678 | 454867 | 574370 | 738841 | 1187432 | 1452367 | Epitome of Indian rock-cut architecture during 5 to 7 CE |
| 12 | Group of Monuments, Hampi (Karnataka) | 28671 | 30036 | 28671 | 34433 | 35456 | 314834 | 482122 | 408844 | 475123 | 512345 | Hampi is the former capital of Vijayanagara empire in 15th century |
| 13 | Group of Monuments, Pattadakal (Karnataka) | 5662 | 5925 | 4861 | 5540 | 6545 | 199571 | 218384 | 242060 | 290406 | 312457 | Group of Pattadakal monuments built in 8th century CE |
| 14 | Sun Temple (Orissa) | 9907 | 9067 | 7913 | 7954 | 9876 | 1347483 | 1471082 | 1738696 | 1929690 | 2321245 | Constructed in13th century from oxidized and weathered ferruginous sandstone |
| Total Tourist at | • World Heritage Sites | 1892039 | 1878615 | 1575066 | 1963416 | 2204780 | 120628814 | 12342050 | 13922975 | 16618100 | 14387126 | UNESCO recognized 27 world heritage sites out of which 5 are natural sites and 22 are cultural sites |
| | • Archeological Circles | 2614254 | 2679763 | 2165346 | 2998175 | 3879541 | 23450419 | 28786608 | 30321981 | 35770242 | 43425768 | Archaeological Survey of India (ASI), divided all the sites in India into 24 archeological circles |
| | • India | 5081504 | 5282603 | 5167699 | 5775692 | 6291634 | 526564364 | 562982298 | 650038673 | 740214297 | 850855623 | Foreign tourists are found maximum at world famous Buddhist Stupa at Sarnath which is in the state of UP |

It can be observed from the Table 3 a & b that 90 % of the domestic tourists are indicating their choices and preferences by their presence around religious destinations. On the contrary it is found that presence of foreign nationals is meager at these destinations. On the other hand, it is observed that over 80 % of foreign tourists are leaning towards World heritage sites (UNESCO 1972) and archeological circles which are spread over all through India. Further it is found that the majority of the foreign tourists are preferring Buddhist circuits from among the historical sites by showing their presence in large numbers. These polarizations and trends are schematically represented by the design and development of conceptual diagram which is presented in Figure 3.

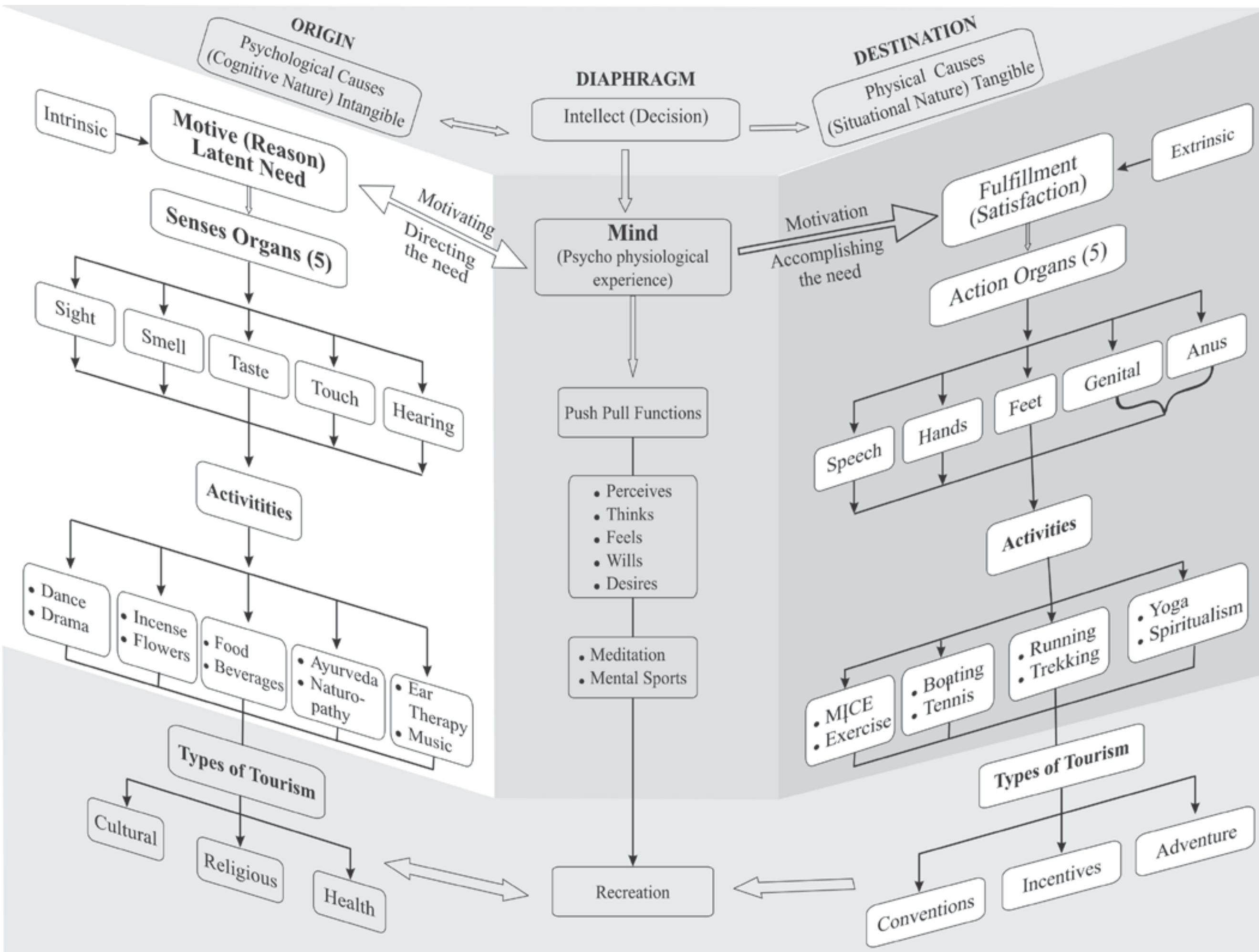


*Figure 3 :* Driving Forces their Attributes and Functions at Destination

It can be observed from the Figure 3 that the motive motivation mechanisms are related to origin and destinations which are represented in the form of a three dimensional open book. The diagram indicates various types of tourism activities that are corresponding to sensuous and action organs (Bhargava Teja 2010) which are coordinated and interfaced by the mind for activating these practices. Further it is interesting to note that religious and cultural activities are falling under the integrated control of the mind whereas physical activities such as participating in meetings, conventions, and sports are controlled by the action organs. The mind which is located at the center is observed to be facilitating both the origin based cognitive forces and destination based emotive feelings by acting as a catalyst for advancing the travel activities.

## IV. Conclusions

The perceptional dichotomy prevailing among various researchers while analyzing push pull factors and their underlying mechanisms have led the consideration of these two factors as to different entities. These ambiguities prompted the author for analyzing the role of the cognitive mind by probing into the traditional scriptures followed by their validation through an analytical data derived from the field surveys.

The results of these studies revealed that the genesis of both push and pull factors are originating from a single source, the mind and hence these two factors needs to be considered as a single integrated entity. Further, the analysis of these studies is goes on to show that these push pull motives are being coordinated by the vital energy of the mind simultaneously and synchronously without any disequilibrium or dissonance for excelling in tourism activities.

The tourist polarizations and their trends are conceptualized through a design and development of double engine locomotive by demonstrating origin related sensuous drives and destination based emotive attributes which have resulted in dual stimulation 'S' curve. These impacts are schematically presented in the form of an open book for vividly demonstrating three dimensional human body which is interfaced by the mind. The analysis of these entire investigations revealed that personal place bond has a decisive role in choosing either a temple or Buddhist circuit by domestic or foreign tourists respectively. Further these findings indicate that both the foreign and domestic tourists are showing their lesser preferences to other attractions which are closely located to the preferred destinations.

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## VI. Endnotes

- The vital energy composes of five gaseous elements (their functions are indicated in bracket) *viz., Prana* (for beating of the heart), *Apana* (for the elimination of the waste products), *Udana* (for producing sounds through vocal apparatus), *Samana* (for digestion of food and cell metabolism), *Vyana* (for the expansion and contraction process of the body).
- Bhagavad Gita is popularly known as Gita, which is part of the epic *Mahabharata,* comprises of 18 chapters and 700 verses. It by itself is a doctrine on the art of living for successful accomplishment of goals by individuals, even during adverse situations.
- A *stupa* is a mound-like structure containing Buddhist relics, typically the remains of Buddha, used by Buddhists as a place of worship.
- *Ayurveda:* Ayurveda is a system of traditional medicine native to the Indian Subcontinent and practiced as the "science of life".

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2. Ethical Guidelines,

3. Submission of Manuscripts,

4. Manuscript’s Category,

5. Structure and Format of Manuscript,

6. After Acceptance.

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**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.

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- 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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| ***Abstract*** | Clear and concise with appropriate content, Correct format. 200 words or below | Unclear summary and no specific data, Incorrect form<br><br>Above 200 words | No specific data with ambiguous information<br><br>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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