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# Research papers

ES100101

Risk taking, gender and culture in entrepreneurial activities: Evidences from southern Africa 1-7

## A. K. Garg

Abstract: This paper presents studies done by author in the area of Entrepreneurship in the context of southern Africa. These studies were done during 2010-2016 and in different settings. The results suggest that risk taking by entrepreneurs was not associated with business performance, male and female entrepreneur behave differently, while culture plays a role in entrepreneurial activities. People who do not have business are able to identify business opportunities but lack other elements of entrepreneurial orientation.

ES100102

Role of non-training issues alongside training needs for better performance of frontline managers: A case study of four DISCOMs

8-14

## S. Vishwakarma, R. Tyagi

Abstract: The O-T-P Model of McGehee and Thayer (1961) dominating the literature for past three decades, identifies performance deficiency as an indicator to training needs assessment (TNA). The authors took this model as a base to study if non-training issues like allocation of resources, inability to learn, non-cooperative peer environment, insufficient motivation also impact managers' performance. Views of 356 frontline and middle managers of four power distribution companies (DISCOMs) operating in India were collected after pilot survey using stratified probability proportional to size sampling. Cronbach alpha was calculated to confirm internal consistency of data collected. Validity of questionnaire was established using data reduction technique. Questionnaire was also tested for convergent and discriminant validity. The study revealed that non-training issues significantly impact the performance of DISCOMs' frontline managers. Results recommend including them also while conducting training needs assessment.

ES100103

# Antecedents of unilateral relation-specific investment

15-20

## Yu-Shu Peng

Abstract: On the theoretical basis of transaction cost economics, relation view, and network theory, the present study aims to explore the antecedents of unilateral relation-specific investment (URSI). Three constructs including expected external benefits, past experience (linkages), and resource complementarity are proposed to have positive impacts on the focal firm's URSI. The research propositions are expected to fill up the theoretical windows on URSI of the transaction cost economics and network theory, as well as to provide valuable suggestions for alliance management practices.

ES100104

# The analysis of the burnout level of travel agencies' employees

M. Sahin, A. Ates, C. C. Kilinc

Abstract: Burnoutsyndrome which is a set of undesirable behaviors of employees towards their job and environment that they developed mentally and physically is one of the major problems faced by the organizations recently. It has negative effect on both personal and organizational dimensions. One of the factors effecting the efficiency and health of employees is burnout degree, which is defined as emotional burnout, insensitivity, low personal success feeling and also called professional exhaustion. The aim of this study is to find out the level of burnout in travel agencies employees. The sample chosen for the research comprises travel agencies employees in Konya/Turkey. To find out the born out in this research Maslach Burnout Inventory (MBI) was used. The data were analyzed in SPSS 20.0 computer program.

ES100105

# Relative efficiency of healthcare systems: evidence from European regions

22-26

### A. Aristovnik

Abstract: In the paper, a non-parametric methodology is applied to evaluate the relative efficiency of 151 regions in old EU member states (EU-15) and 54 regions in new EU member states (EU-13) in the period 2007–2012. The empirical results show that efficiency differs significantly across the selected regions. In general, less developed regions show a relatively high level of efficiency whereas capital regions seem to be the least efficient regions since they mainly serve as national medical centres employing a disproportionally large amount of health resources.

ES100106

# Adoption and performance of websites by hotel industry in Botswana

27-28

### D. Garg

Abstract: Internet has brought revolution in the way business is conducted. Hotel industry is one such industry that needs websites to promote the business and provide accessibility to tourists and other clients. However studies on the adoption and evaluation of websites are still at infancy stage. This paper provides one such study from Botswana hotel industry.

21

ES100107

# The analysis of the social media and mobile applications' effects on customer's destination choices related with the service quality in Hatay

C. C. Kilinc, A. Ates, M. Sahin, H. Harbalioğlu

Abstract: With the development and the spread of the technology internet usage rates in the world and in our country is increasing rapidly. This situation makes the tourism sector compulsory in using the social media and internet. This study aimed to determine the relationship with social media, mobile applications and services affecting the quality of the tourist destination of customer's choices. For this purpose, the survey was administered to hotel customers in Hatay. The results of the correlation and regression analysis of the data obtained from the survey that it was determined there is a very strong positive relationship between social media and service. It can also said that the service variable shape depending on the social variables. Also, we can say that the relationship between social media and the perception of service is statistically significant.