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THE QUALITY OF THE CANDIDATE JOURNEY AS AN IMPORTANT ASPECT OF THE EMPLOYER BRAND

DENISA SCHILL¹, PROF. DR. ALEXANDER H. KRACKLAUER² AND PROF. DR. CHRISTOPH RASCHE³

ABSTRACT

In Germany, the demographic change is accompanied by a wave of retirement of older employees and the “fight” for qualified professionals and managerial staff. The war for talent, as McKinsey coined this phenomenon, increasingly resembles crucial bottleneck of global competitiveness. In this context, employer branding will be a central anchor point for companies to assert themselves in the recruiting process. Recent research findings show that the establishment of a market-driven employer brand positively influences the achievement of external target figures, e.g. effective and efficient employee recruitment. Therefore, the candidate journey is the key to employer attractiveness, differentiation, and preference building. Based on the methodology of touchpoint management along the candidate journey this study answers the question with which channels and content prospective professionals and managerial staff can be reached. The key result is an online, offline and mobile candidate journey.

Key Words: employer branding, candidate journey, touchpoint management, recruiting, HR competitiveness

EMPLOYER BRANDING – AN APPROACH FOR SOLVING THE RECRUITMENT PROBLEM

Why it can be of interest for companies to be seen as an attractive employer by prospective professionals and managerial staff, is made clear by the effects of the existing and growing shortage of skilled employees. As of 2020, the so-called Baby Boomers (years of birth 1946-1964) will be of retirement age and the search for high-profile professionals and managerial staff will intensify further because of the demographic change (Günther, 2014, p22). The ratio of the working population versus unemployed people is continuously decreasing. According to the calculations of the federal government (Bundesministerium des Innern), in 2030 there will be 6.3 million people fewer in the working population than in 2010 (2015, p6). In this context, employer branding will be a foundation and anchor point for companies to assert themselves in the recruitment of skilled professionals and managerial staff (Bruch, Fleschhut and Block, 2017, p55). But what really matters is not only access to high potentials, but right potentials, since ideal matching of job requirements and qualifications assure lasting productivity gains. In 1996 Ambler and Barrow (p187) first defined the employer brand “as the package of functional, economic and psychological benefits provided by employment and identified with the employing company. The main role of the employer brand is to provide a coherent framework for management to simplify and focus priorities, increase productivity and improve recruitment, retention and commitment. “Since then, the employer brand is the central idea in strategic human resource marketing and recruitment (softgarden e-recruiting GmbH, 2017, p5;

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Schelenz, 2015, p31; Sponheur, 2010, p16; Stritzke, 2010, p41). Brand leadership/ brand management have to be considered separately from the brand with the task of taking care of the target object, developing it successfully and adapting it (Stritzke, 2010, p43; Esch, 2014, p51). Therefore, employer branding is an external entrepreneurial measure to differentiate oneself as an employer from the competition, to support the preference building with potential professionals and managerial staff, as well as to improve the employer image. Internally, employer branding positively influences employee loyalty (Sponheur, 2010, p108; Schuhmacher and Geschwill, 2014, p39). Adopting the standpoint of resource based view employer branding process on the one hand reflects a marketing competence while its outcome shows classic signs of an invisible asset. In a similar vein, employer branding spending should be seen as a strategic investment rather than a short-term cost factor or liability.

METHODOLOGY – TOUCHPOINT MANAGEMENT ALONG THE CANDIDATE JOURNEY

Recent research findings show that the establishment of a market driven employer brand positively influences the achievement of external target figures. Therefore, the candidate journey is the key to employer attractiveness, differentiation, and quality of candidates (Brast, Holtgrave and Flindt, 2017, p43). The candidate journey reveals which touchpoints make specific candidate profiles aware of potential employers, have their initial contact with the potential employer, inform themselves and how important different channels are for the final decision (Schüller, 2014, p14).

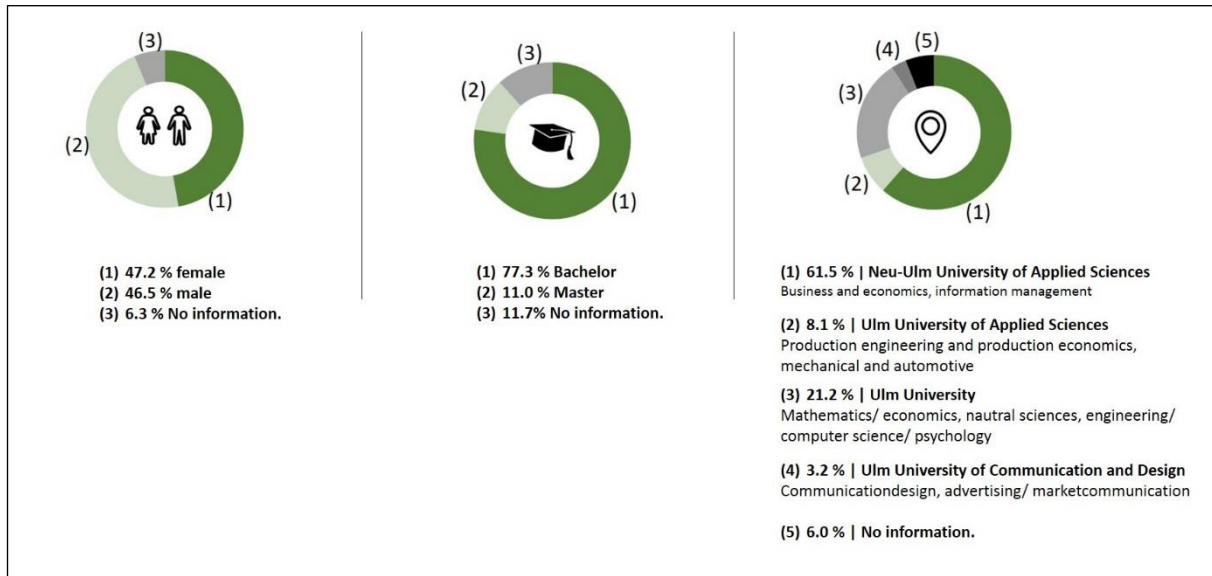
Currently, the candidate journey is often not seen as a whole. Moreover, relevance and performance of individual touchpoints diverge, even though every relevant touchpoint positively or negatively influences the candidate experience. The candidate experience consists of the overall experience of the candidate during the process of job choice with the prospective employer (van de Sand, 2017, p7; Esch and Seibel, 2015, p7). The objective is the optimization of every touchpoint so that a consistent, differentiating, preference-building and convincing image of the company as an employer is conveyed during the entire candidate journey. Furthermore, touchpoint management can accomplish efficiency increase, cost decrease and increase of contact quality with applicants (Schelenz, 2015, p35). To some extent touchpoints are akin critical incidents in service management remaining in living memory from the customer's point of view.

In Germany, prospective skilled employees and managerial staff allow themselves to critically evaluate the candidate journey; this is because the German employment market has developed from an offer-driven market to a demand-driven market (Steinbach, 2017). For instance, nowadays the career website of a company has changed from a differentiating factor to a hygiene factor with which the companies have to be convincing as employers (Esch and Seibel, 2015, p7; ESCH.The Brand Consultants and Softgarden, 2015). Furthermore, the possibilities of communication have increased in complexity. This includes targeting: instead of standardized phrases and key words such as “passion” and “innovation”, job advertisements have to be even more authentic and individually designed and worded. On the other hand, where the advert is placed is gaining in importance. Thus, job advertisements in the newspapers are a relic of the past. Concerning the acquisition of young professionals and managerial staff, the use of online media is of increasing note; the significance of social networks is underestimated by companies (Steinbach, 2017). Every candidate experiences and evaluates their process of job choice individually so that an analysis of corporate processes is not enough. Therefore, a change in perspective is necessary: the process of application has to be considered from the point of view of potential employees. It is important to gather all relevant touchpoints that an applicant has with a company (Schelenz, 2015, p35). Excellent and privileged access to HR factor markets is a core to sourcing advantages, because firms can capitalize on them “in

the case of need". With respect to the era of sharing economy sourcing options provide firms with resilience and agility.

Within the framework of the study, the sample consists of 1,031 prospective professionals and managerial staff (cf. figure 1) of Neu-Ulm/ Ulm Universities of Applied Sciences, Ulm University of Communication and Design as well as Ulm University from different study programs. It is an isomorphic sample that was weighted by faculty and gender.

Figure 1: Study Design

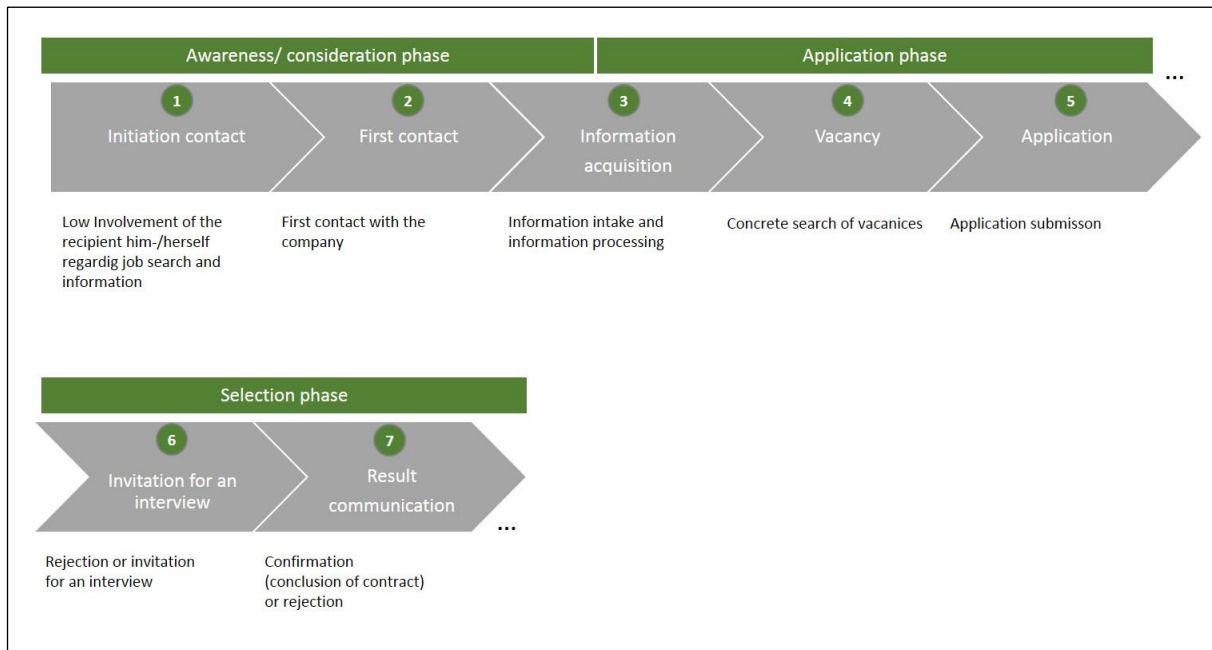


Source: own research

The employment choice is interpreted as a process that is reflected in several consecutive decisions (Esch and Seibel, 2015, p7; Süß, 1996, p73). What follows is the development of a three-phase model of an application process consisting of the awareness/ consideration phase, application phase and selection phase (cf. figure 2). The first process step is characterised by low involvement of the recipient. The person gathers information spontaneously and evaluates this information without the purpose of a later interest in the company as an employer (Süß, 1996, p74). In the study 76.0 % indicated that they received this information especially in conversations with family and friends (n=932; m=3,372). For Master's degree students an important contact point next to family is the unspecified reading of job advertisements (77.5 %; n=102; m=385).

First impressions count

The first contact with the company as an employer happens in the second process step. Here, the homepage of a company is of utmost importance (72.2 %; n=932; m=2,397). Moreover, for the initial contact, online job portals (38.8 %) as well as guest lectures at the colleges/ universities (37.2 %) are essential. Through targeted marketing measures at colleges in the form of company presentations or workshops in lectures, companies have the opportunity of an early first dialogue with high profile junior employees. There, company representatives act as ambassadors for their employer brand and strongly influence the opinion of the students, since no advertising campaign is more credible than the employees themselves. Through authenticity they can present their employer more attractively and strengthen the employer brand (Schüller, 2014, p161).

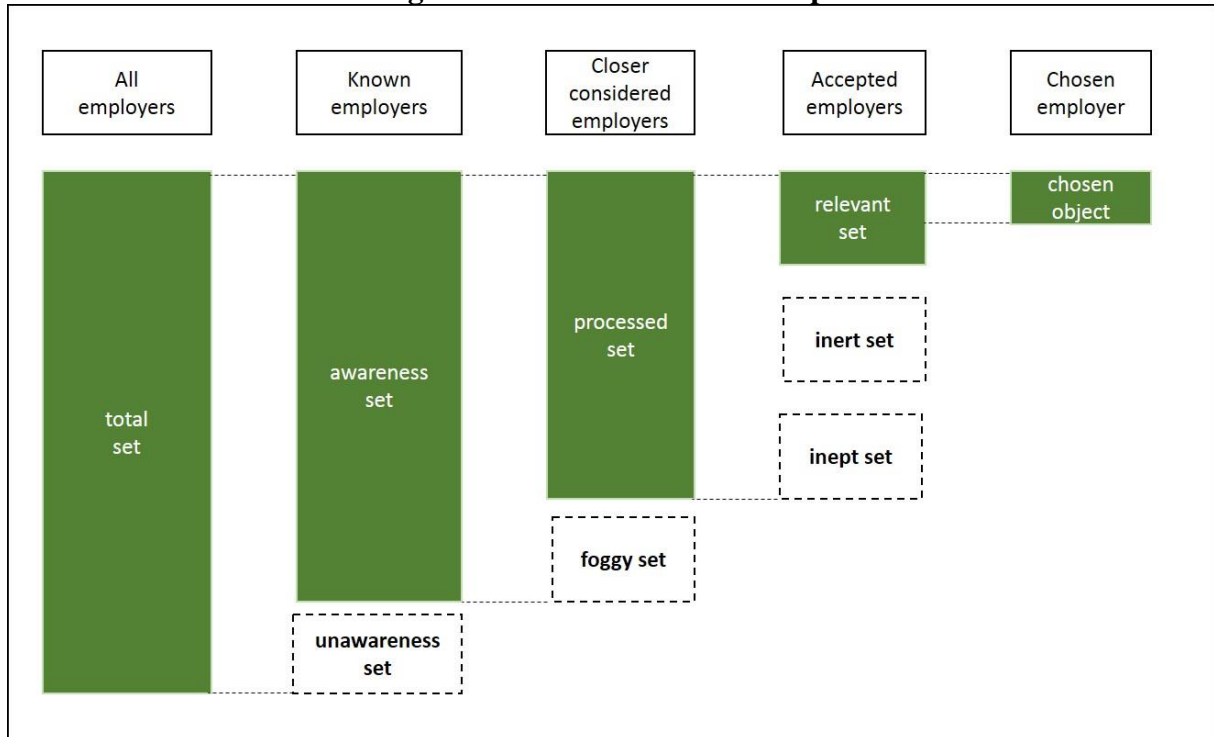
Figure 2: Process of Job Choice

Source: following Esch and Seibel, 2015, p7; Süß, 1996, p74

The next stage follows the information intake and information processing through which employer preferences can be deduced. Süß defines employer preference as a prioritization of one employer against other employers, whereas the preference can have gradually different strengths (1996, p109). Based on the “relevant set” concept, it can be assumed that potential employees categorize the employers into different “sets” as a simplification of the process of application. An employer brand that will be chosen has to ideally go through the coloured sets of figure 3 and finally has to belong to the highest tier, the “relevant set” (Süß, 1996, p110).

To gain information for preference building, the company website as well as the opinions of family and friends are essential for this. Moreover, online job portals are an important touchpoint. For instance, Kununu is the biggest employer rating portal in Europe. There, 2,156,000 ratings, 565,000 company profiles and 49,000 employer comments have more or less influence on potential junior professionals and managerial staff (www.kununu.com). However, personal experiences through an internship are also of relevance for the target group. For companies to convince prospective employees during the internship and the desired effects to occur, an internship has to be well-prepared, supervised and evaluated afterwards. Then companies will succeed in getting to know well-fitting future professionals and managerial staff. By and large social media fulfill the role market makers when harmonizing demand and supply concerning HR issues. Special interest platforms are addressed to the requirements of professionals to speed-up matching.

With regard to information about the employer, junior employees request details about individual opportunities in their career path as well as training opportunities (75.3 %; n=932; m=6.568), work environment (68.8 %), salary (66.2 %) und work climate (65.3 %).

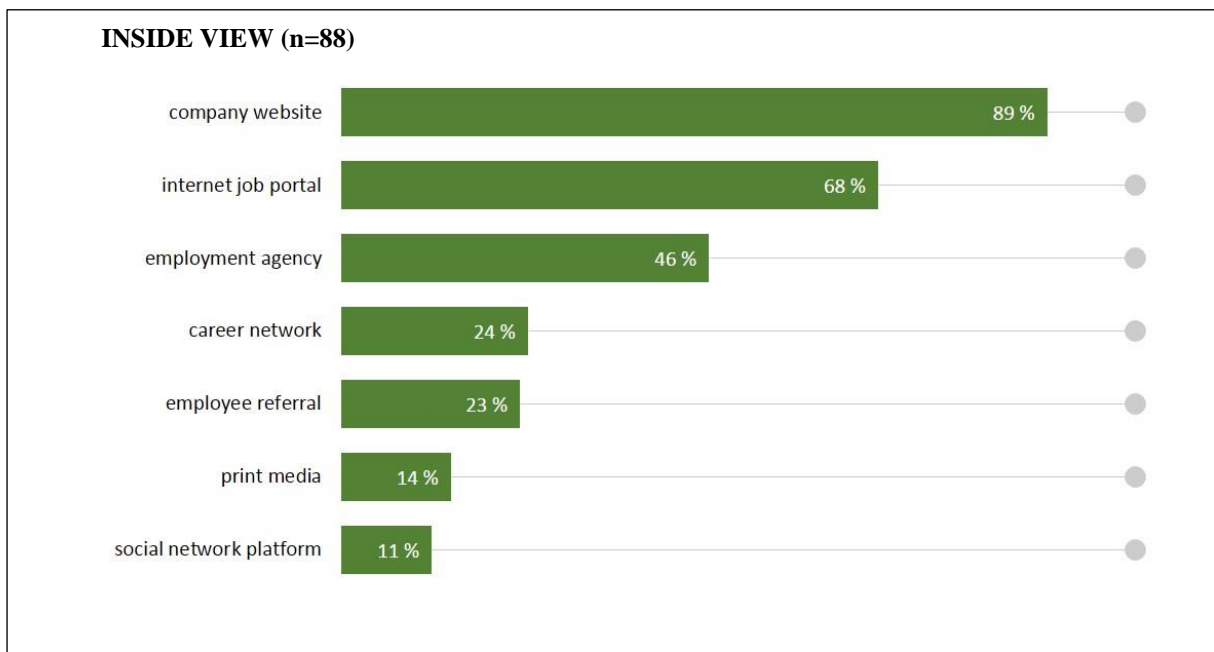
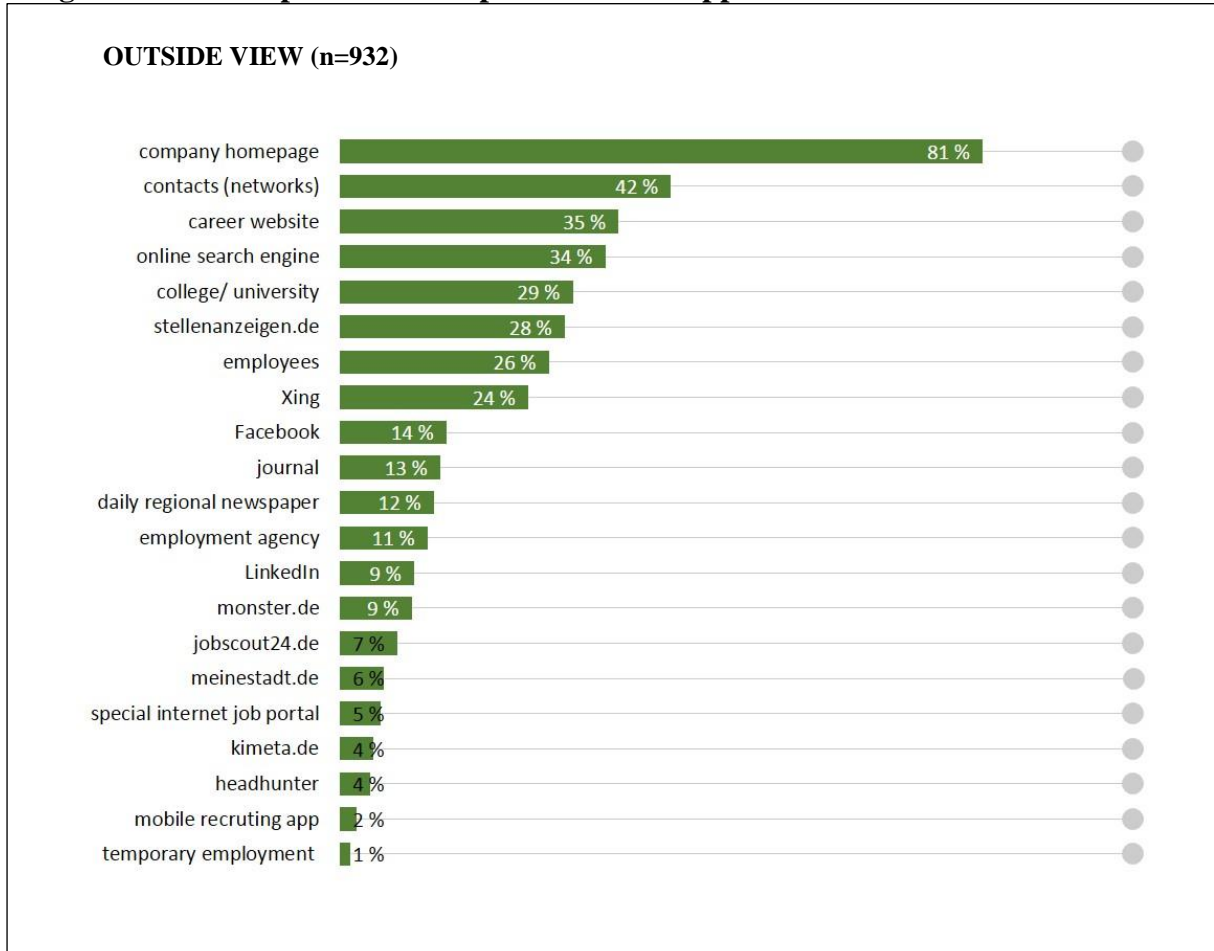
Figure 3: “Relevant Set” Concept

Source: Süß, 1996, p111

Specific requirements for job advertisements

Looking at the channels through which prospective professionals and managerial staff search for job opportunities and advertisements, it can be seen that after the company website (81.1 %; n=932; m=3.909) primarily recommendations from family, friends and acquaintances (41.8 %) as well as the career website (35.2 %) define a large part of the way to the employer. The companies publish the majority of their vacancies through their company website and two thirds through online job portals. Only just 22.5 % of job advertisements get spread by word of mouth through employees (Weitzel et al., 2017, p10). The following diagram in figure 4 shows, at which points the business activity harmonises most with the applicants' requirements. Thus, a high relevance of the online presence of a company as an employer becomes apparent. Therefore, it is inevitable to view the online presence through the eyes of (potential) applicants. Companies have to find out how visitors orient themselves to the online presence, which key search words they use and which graphic design they prefer. The platforms have to satisfy user needs and convey values (van de Sand, 2017, p8). Furthermore, junior employees have concrete requirements for job advertisements: especially, they want clarity and transparency. Job requirements have to be phrased precisely and in concrete terms. Salary, career and training opportunities are also relevant content parts.

Figure 4: Most Important Touchpoints for Job Opportunities – Inside/ Outside View



Source: own research (outside view); Weitzel et al., 2017, p10 (inside view)

Job seekers become applicants

The actual application process starts with the submission of the application. Clear favourite of those looking for employment is the application through online application tools (81.1 %; n=932; m=2,132). The application submission via e-mail (63.8 %) or through mail (paper based application; 45.8 %) are still popular. The so called “one click” application through a business network profile like Xing or LinkedIn is gaining popularity. Generally, the number of applicants applying through mobile devices is rising – especially for candidates from the generations y and z (years of birth after 1984). Therefore, companies have to offer a mobile, optimised infrastructure to meet this trend. A study of the job portal “Monster” shows that still over 50 % of the top 1,000 companies in Germany do not offer mobile recruitment (n=88; Weitzel et al., 2017, p4). Mobile recruitment resembles features of dating portals since digital nomads display working habits reflecting an underlying unorthodox value system. Inadequate usability is the most frequently mentioned reason for abandoning the application process. Further reasons which are quoted are a “too complicated” or “too time-consuming” design of the process.

Through the participation in the selection process the applicant comes into direct contact with the company. In this phase the fulfillment of expectations and requirements is especially defining for the candidate experience. Within seven days after submission of application 69.0 % (n=851) of the candidates expect a reaction from the employer. The applicants would prefer the invitation for a job interview or the rejection via e-mail or phone. Only very few study participants would accept a reaction via mail or SMS/ WhatsApp.

Concerning the job interview, it is especially important for the candidates to get to know the future work environment; this includes the work location, workplace, future colleagues, team culture, motivation and the boss’s attitude (97.6 %; n=914). For the majority of the sample it is also essential to experience the corporate and employer values during the job interview. From an academic point of view, this aspect is quite meaningful, since the congruency of values, personality and work environment leads to higher work performance, higher work satisfaction, higher commitment and therefore longer duration of employment (Makraiova et al., 2013, p570; Verquer, Beehr and Wagner, 2003, p473). The fit of a candidate consists of three dimensions: (1) the personality of the candidate has to match the corporate culture, values and standards (person-organisation-fit), (2) the candidate has to match the work group in terms of social skills as well as communication style (person-group-fit), (3) the expertise and the knowledge of the applicant have to fit the open position (person-job-fit) (Büttner, 2017, p25; Makraiova et al., 2013, p570; Kristof, 1996, p28). Biemann and Weckmüller were able to prove the major correlation between the “person-organisation-fit” towards the attitude with regard to the employer as well as the willingness to continue through with the application process (2017, p54).

Furthermore, 92.8 % of the candidates (n=899) want to be updated about the progress of the recruitment process proactively and regularly. The duration of the application process from the submission of the application until the rejection or positive answer/ invitation for a second interview can influence the candidate’s experience positively or negatively. There, the “magic number” is a maximum of four weeks (61.3 %; n=898). Merely 38.2 % accept a duration of maximum eight weeks. Only 0.5 % of the sample accept a duration of nine weeks or longer. It is known from other studies that the risk of application abandonment increases after six weeks (Wald and Athanas, 2017, p20).

Subsequently, after the job interview follows the communication of confirmation or rejection. The majority of the sample would prefer to know about the decision via e-mail and talk afterwards about positive/ negative experiences during the application process. Thereby, over 80 % of the study participants talk about their experiences in a personal conversation, 23 % use social media and online portals. The word-of-mouth-recommendation shapes the

perception as well as the reputation and should not be underestimated. It is all the more important to view the whole process of application as a space for brand experiences. Companies have to be convincing throughout the whole candidate journey.

Top finding: online, offline and mobile candidate journey

The key result is an online, offline and mobile candidate journey that is shown by a grey path in figure 5. The consideration of the touchpoint usage and expectations from the applicants and prospective professionals and managerial staff is needed to be successful in the acquisition of highly qualified employees. Consistency and authenticity in companies’ communication are very important. Whether about the position itself or its functions, about individual career and training opportunities, about the employer or their own corporate culture and values, companies have to provide a target-group-specific employer communication and let applicants know how the company “ticks”. There, a truthful conveyance of attractiveness factors and values is fundamental. Only then, the “person-organisation-fit” can become a part of a credible candidate journey and a positive candidate journey can be shaped to have a positive influence on the employer brand. To achieve maximum impacts on the choice decision process employers face a multi-media challenge, because in sharp contrast to past decades they will have to manage a flurry of informational entry points.

Figure 5: Exemplary Candidate Journey



Source: own research

Outlook: analysis of specific candidate profiles

This study is limited to prospective, academically educated professionals and managerial staff from different German university types and study programmes. Since the German job market today is a demand-driven market, this means that prospective professionals and managerial staff might be very critical in the process of application. Further research has been carried out with the analysis of the candidate journey of specific candidate profiles, such as high-profile professionals in the sales division or medical personnel in the health economy: how is the touchpoint usage behavior with these target groups? Which quality criteria are important for them concerning choice of job and employer? Which measures pay off? But it is safe to say, that multi-point mobile recruitment will take on added significance. Digital nomads and born digitals, parenthetically, will resemble a bigger proportion of the recruiting landscape calling for innovative business models of finding and binding right potentials.

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THE EFFECT OF BRAIN BASED EDUCATION ON COGNITIVE DEVELOPMENT OF STUDENT

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ABSTRACT

Brain Based Education is the engagement of strategies based on principles derived from an understanding of the Brain. Learning will occur, if the brain is not prohibited from fulfilling its normal processes. Learning effectively improves brain functioning, resiliency, and working intelligence has potentially far-reaching implications for how schools can design their academic programs and how teachers could structure educational experiences in the classroom. Schools can influence this process through skill-building, reading, meditation, arts, career and building thinking skills. Teachers are obligated, through study and experience to use many of the strategies presented and then discerns which are most effective in the classroom. Qualitative data related to the cognition has been reached with an interview technique. The research revealed that Brain Based Education has a positive effect on cognitive development and academic performance.

Keywords: Brain Based Education, Cognitive development, Student

INTRODUCTION

Brain-based learning is a comprehensive instructional approach that is based on the notion that if the brain is functioning properly and is able to carry out its normal processes, learning will occur. Brain based learning *is a new perspective in teaching and learning that is based on using technology and knowledge of the brain and its functions in order to get the most out of the education process.* In fact, it is precisely these ‘normal processes’ that allow for learning to occur. As such, what we now know as a “traditional learning environment” (i.e. in a classroom, desks arranged in rows, teachers controlling all learning) can sometimes discourage or impede the brain’s natural processes. Brain-based learning is motivated by the general belief that learning can be accelerated and improved if educators base how and what they teach on the science of learning, rather than on past educational practices, established conventions, or assumptions about the learning process.

Technological gains have allowed scientists to examine the changes that occur in the brain during the learning process and to speculate on improved methods of teaching (Zull, 2004). Recent discoveries in cognitive science have revealed that the human brain physically changes when it learns, and after practicing certain skills it becomes increasingly easier to continue learning and improving those skills. This finding in which learning effectively improves brain functioning, resiliency, and working intelligence has potentially far-reaching implications for how schools can design their academic programs and how teachers could structure educational experiences in the classroom. Neuroplasticity the concept that neural connections in the brain change, remap, and reorganize themselves when people learn new concepts, have new experiences, or practice certain skills over time. The brain can perform several activities at once; and the same information can be stored in multiple areas of the brain; our learning functions can be affected by diet, exercise, stress, and other conditions; that means it is more important than the information when the brain is learning something new; and that certain emotional states can facilitate or impede learning among many other findings.

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According to Goswami (2008), “One important function of the emotional brain is assessing the value of the information being received. When the amygdale is strongly activated, it interrupts action and thought and triggers rapid bodily responses critical for survival” (p. 44). Brain based learning is a bridged discipline between neurology and the science of education, where educational psychology plays a key role. This idea, which has come about in recent years, is a program that stemmed from scientific development, and that combines knowledge of the brain and education, which brings neuroscience to the classroom in a new way. Brain based learning is a relatively new idea and requires that educators and neuroscientists work together to create meaningful programs. Specialists in the fields of neuroscience, psychology, cognitive science, and education converge to improve teaching methods and academic programs. It’s an educational trend based in neuroscience, and its purpose is to apply everything we know about how the brain learns and what stimulates brain development. By most accounts, translation of the findings of the key brain research fields of cognitive science and neuroscience into practical education applications has been slow. The reasons for this are myriad; Jensen (2005) suggests that much of the answer is grounded in the differences between brain research and traditional educational research. Brain research tends to utilize paradigms of basic research and clinical research, whereas educational research tends toward more applied or action research. Human beings are naturally social and seek contact with others. Some of them drive to be social is the desire to learn through imitation and respond to the behaviors that are seen. Individuals find meaning in the experiences and information obtained when in contact with others. Educators have the ability to harness this drive by preparing activities that allow students to speak with one another and discuss what they are learning. By allowing this kind of activity, ideas are explored together and modified, transformed, confirmed, and rejected.

Whenever an individual acquires new information or has a meaningful experience, the brain will undergo a physiological change. This process is referred to as neural plasticity. This physiological change includes small strands (dendrites) to sprout and over time, groups of these strands combine to create stronger structures that are called synapses. The synapses are similar to traffic junctions allowing various information highways to intersect. Some experts state that when an individual learns something new, he is laying down a neural pathway. When a particular learning pattern or experience is repeated, the neural pathway becomes even stronger. This shows that learning has physical, as well as mental impact on the brain. Students learn better if they are given the opportunity to combine mental and physical activity together. Students become bored when they just sit all day. All a teacher needs to do is make his learning activities more active. Interest is a huge factor in the way that an individual will filter the enormous amount of information that he is given. If an individual is interested in something, he feels the need to understand it. Students are not always enthusiastic about the subjects they are being taught; however, there are ways that teachers can stimulate their students.

Mirror neurons are a group of brain cells that fires when we carry out an action, and when we observe someone performing that same action. These mirror neurons aren’t only limited to actions, but to facial and emotional expressions as well, which is part of why many scientists believe that these neurons are the basis of empathy and language acquisition. Understanding mirror neurons is an important part of brain based learning.

Neutral learning does not exist. Whenever an individual learns something, there is always an emotional response. This means that every decision has some kind of emotion linked to it. This is considered one of the strongest implications of brain-based learning. This means that the classroom is actually an emotional place. Teachers need to encourage students to have positive attitudes. When teachers treat their students with respect, it builds a desirable environment that tends to help their students succeed. Traditional schooling, however, often inhibits learning by discouraging, ignoring, or punishing the brain’s natural learning processes.

PRINCIPLES OF BRAIN BASED LEARNING

According to Caine and Caine (1997), brain-based learning is structured around the following core principles:

- The brain is a complex adaptive system.
- The brain is a social brain.
- The search for meaning is innate.
- The search for meaning occurs through patterning.
- Emotions are critical to patterning.
- Every brain simultaneously perceives and creates parts and wholes.
- Learning involves both focused attention and peripheral attention.
- Learning always involves conscious and unconscious processes.
- We have at least two ways of organizing memory.
- Learning is developmental.
- Complex learning is enhanced by challenge and inhibited by threat.
- Every brain is uniquely organized.
- The brain is a parallel processor, meaning it can perform several activities at once, like tasting and smelling.
- Learning engages the whole physiology.
- We have two types of memory: spatial and rote.
- We understand best when facts are embedded in natural, spatial memory.

Eric Jensen's (2008) Principles of Brain Based Learning

Malleable memories

Memories are often not encoded at all, encoded poorly, changed or not retrieved. The result is that students rarely remember what we think they should. Memories are susceptible to inattention, erosion over time, subject bias, misattribution and a host of other confounding conditions. Memories are strengthened by frequency, intensity and practice under varying conditions and contexts.

Non-conscious experience runs automatic behaviors

The complexity of the human body requires that we automate many behaviors. The more we automate, the less we are aware of them. Most of our behaviors have come from either "undisputed downloads" from our environment or repeated behaviors that have become automatic. This suggests potential problems and opportunities in learning.

Reward and addiction dependency

Humans have a natural craving for positive feelings, including novelty, fun, reward and personal relationships. There is a natural instinct to limit pain even if it means compromising our integrity. For complex learning to occur, students need to prefer gratification and develop the capability to go without an immediate reward.

Attention Limitations

Most people cannot pay attention very long, except during flow states, because they cannot hold much information in their short-term memory. It is difficult for people to maintain focus for extended periods of time. We are born with the capacity to orient and fixate attention when it comes to contrast, movement, emotions or survival. But classroom learning requires a level of learned attention and many teachers don't know how to teach this skill. Adapting the content to match the learner provides better attention and motivation to learn.

Brain seeks and creates understanding

The human brain is a meaning-maker and meaning seeker. We assign value and meaning to many everyday occurrences whether it's on intentional or not. Meaning-making is an important human attribute that allows us to predict and cope with experiences. The more important the meaning, the greater the attention one must pay in order to influence the content of the meaning.

Rough Drafts/Gist Learning

Brains rarely get complex learning, right at the first time. Instead they often sacrifice accuracy for simply developing a “rough draft” of the learning material. If, over time, the learning material maintains or increases in its importance and relevance, the brain will upgrade the rough draft to improve meaning and accuracy. To this end, prior knowledge changes how the brain organizes new information. Goal-driven learning proceeds more rapidly than random learning. Learning is enhanced by brain mechanisms with contrasting output and input goals.

Input Limitations

Several physical structures and processes limit one's ability to take in continuous new learning. The “slow down” mechanisms include the working memory, the synaptic formation time for complex encoding and the hippocampus. While we can expose our brain to a great deal of information in a short time frame, the quality of that exposure is known as “priming” and is not considered in-depth learning. Schools typically try to cram as much content as possible in a day as possible. You can teach faster, but students will just forget faster.

Perception influences our experience

A person's experience of life is highly subjective. Many studies show how people are easily influenced to change how we see and what we hear, feel, smell and taste. This subjectivity alters experience, which alters perception. When a person changes the way they perceive the world, they alter their experience. It is the experience that drives change in the brain.

Malleability/Neural Plasticity

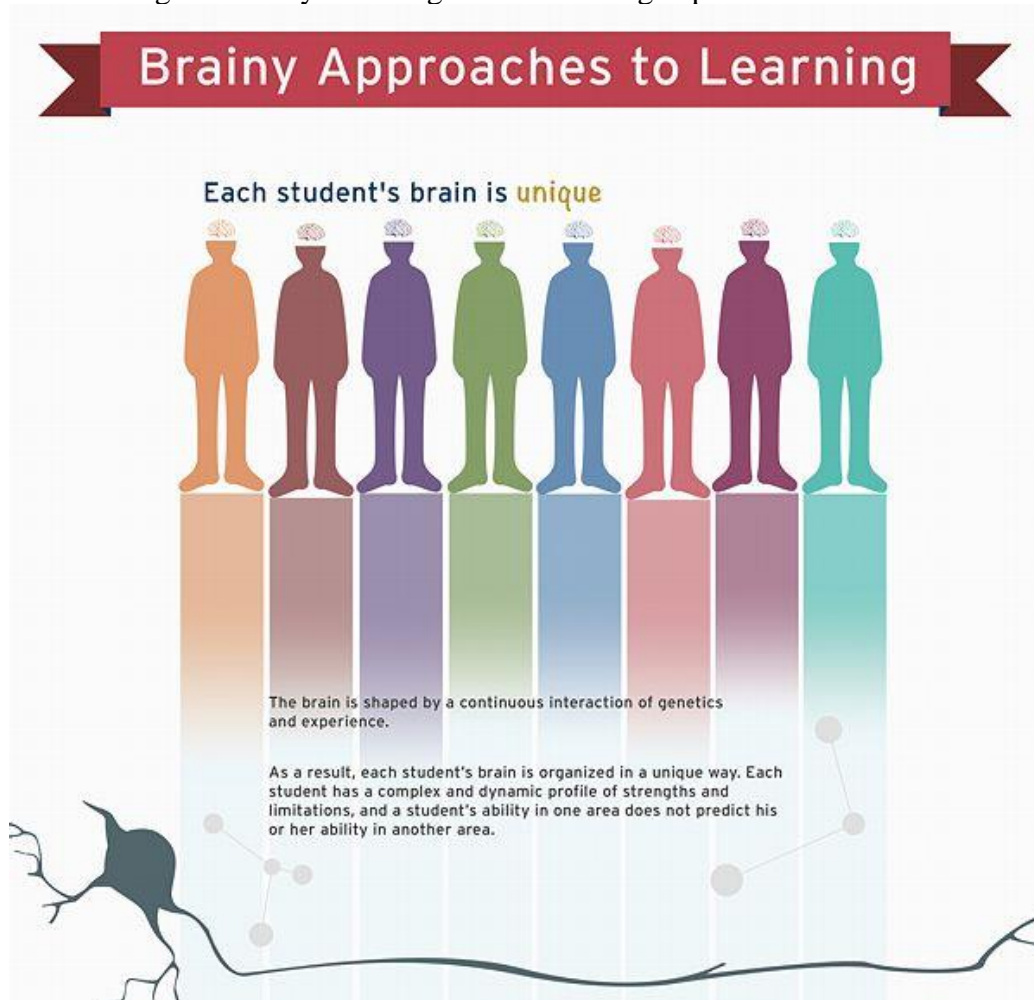
The brain changes every day and more importantly, we influence those changes. New areas of brain plasticity and overall malleability are regularly discovered. It is known that experience can drive physical changes in the sensory cortex, frontal lobes, temporal lobes, amygdala and hippocampus. In addition, whole systems can adapt to experience such as the reward system or stress response system.

Emotional-Physical State Dependency

According to Zull, “Emotion and thought are physically entangled” (p70). Damasio (1994) asserted that “somatic markers” match bodily experiences with cognitive experiences. In addition, he suggests that the learning environment also has an impact on the learning by creating “background feelings” that also affect the mood of the learning. Nearly every type of learning includes a “go” or “no go” command to the brain in our neural net signaling process. These complex signals are comprised of excite or suppress signals. Emotions can provide the brain's signals to either move ahead or not. Thus, learning occurs through a complex set of continuous signals which inform your brain about whether to form a memory or not. Both emotional and bodily states influence our attention, memory, learning, meaning and behavior through these signaling systems.

Emotions play a role in our cognitive processes that is why it is important to understand how they work and how they affect us. Understanding and controlling emotions is a key aspect of brain based learning. The goal is to not only teach learners how to control their emotions in hopes of keeping them from interfering in the learning process but to show them how to use

their emotions to their advantage. It tries to teach children to be conscious of their feelings and to control them and their behavior. It's important for them to learn and recognize when they are mad or sad, and how to manage these emotions. High-stress levels make learning difficult, so it's important to create a healthy learning environment, stress-free, and teach children how to manage anxiety. We know that managing negative emotions helps us improve academic performance and that learning material that evokes an emotion (whether it be positive or negative) will help us learn and integrate the information better. The ability to use emotions for our advantage is the key of the significant learning experience.



BRAIN-BASED LEARNING IMPACTS EDUCATION

The National Research Council's Commission on Behavioral and Social Sciences and Education 2000 volume *How People Learn* (Bransford and Brown, 2000) has been hailed as another critical step in formulating an all-encompassing connection between previously unattainable primary research in neuroscience, social psychology, cognitive psychology, developmental biology and psychology and more practical application in the field of education. Teachers must design learning around student interests and make learning contextual. Educators let students learn in teams and use peripheral learning. Teachers structure learning around real problems, encouraging students to also learn in settings outside the classroom and the school building. Since all students are learning, their assessment should allow them to understand their own learning styles and preferences. This way, students monitor and enhance their own learning process.

Educators, however, are often looking for “answers” that they can immediately apply to the classroom. This structural tension has certainly contributed to the adoption curve of potentially relevant cognitive and neuroscience research findings. Wolfe (2001) also notes that educators are wary of fads and the newest “breakthrough,” which may also contribute to the lack of early adoption. Brain-based education is best understood in three words: engagement, strategies and principles. You must engage your learners and do it with strategies that are based on real science. We can grow new neurons through our lifetime and that they are highly correlated with memory, mood and learning. This process can be regulated by our everyday behaviors, which include exercise. The optimal activity is voluntary gross motor, such as power walks, games, running, dance, aerobics, team sports and swimming. We also now know that early childhood movement wires up the brain to make more efficient connections. Schools can and should influence these variables. Practical school applications: Support more, not less physical activity, recess and classroom movement. It raises the good chemicals for thinking, focus, learning and memory (noradrenaline, dopamine and cortisol). Students need 30-60 minutes per day to lower stress response, boost neurogenesis and boost learning. For the first few weeks of school, expose students to a variety of physical activities. Then, offer choice. That’s critical because voluntary activity does more good than forced activity, which may cause an overproduction of cortisol.

Here are some **instructional models** that make use of the brain-based learning approach:

Orchestrated immersion: Students are completely immersed in an educational experience. Creating learning environments that fully immerse students in an educational experience

Relaxed alertness: an environment is created in which students are highly challenged without feeling fear or anxiety. Trying to eliminate fear in learners, while maintaining a highly challenging environment

Active processing: By actively processing information, students are able to internalize and store that information. Allowing the learner to consolidate and internalize information by actively processing it

CLASSROOM ENVIRONMENT FOR BRAIN BASED LEARNING

Classroom environment can be adapted to better facilitate brain-based learning. Researcher designed a learning environment conducive to brain-based learning:

- A stimulating environment (lots of colors and different textures) that showcases student work
- Many places for group work—students need to have ample space to be able to engage with one another which helps to stimulate the social brain
- Linking indoor and outdoor places
- The school’s motto should be highly visible throughout the school—this gives students a sense of purpose and motivation
- Safe places
- Displays (of student work, posters, information, etc.) should be changed and updated on a regular basis
- All resources should be available to students which includes both text and technological (i.e. computer) resources that will promote idea development
- Flexibility
- Change of learning space: students need to have space for quiet reflection that is separate from the space in which they are more active and interpersonal
- Personalized space: students need to be able to express their uniqueness and individuality in their learning space

- Finding ways to take learning from the classroom into the larger community this allows students to challenge themselves by taking learning out of the school environment and utilizing the resources and services around them

Brain-based learning can be used in the second language classroom

Research on brain-based learning has several meaningful and important implications for the language classroom. As the findings of Fred Genesee (2000) suggest, teachers need to ensure their focus on both the parts and the whole. This means, for example, that while it is important to teach students the mechanics of writing in the second language such as the grammar, punctuation, social register, and so on (i.e. the parts), students need to be able to use those parts in combination in order to fully understand them and be motivated to practice their use (i.e. the whole).

Secondly, learning and teaching can make use of a bottom-up approach (simple to complex) or top-down approach (complex to simple). Recent brain research suggests that the brain centers that accept, interpret and process complex information interact with those centers that accept, interpret and process simpler information; the opposite is also true. For example, the acquisition of simple concepts like vocabulary can be enhanced when they are taught and learned by way of using a context that is complex but also familiar to students.

Brain Based Learning for Stress management

Social conditions influence our brain in multiple ways we never knew before. School behaviors are highly social experiences, which become encoded through our sense of reward, acceptance, pain, pleasure, coherence, affinity and stress. In fact, poor social conditions, isolation or social “defeat” are correlated with fewer brain cells. Chronic stress is a very real issue at schools for both staff and students. This issue affects attendance, memory, social skills and cognition. Some stress is good; chronic or acute stress is very bad for behavior and learning. Teach students better coping skills, increase student perception of choice, build coping skills, strengthen arts, physical activity and mentoring. These activities increase sense of control over one’s life, which lowers stress. All of these can reduce the impact of stressors. Validate differences. Never expect all students (fourth-graders, for instance) to be on the same page in the same book on the same day. That runs counter to an extraordinary research database that shows variations in maturation rates and other brain differences. Allow kids to celebrate diversity, unique abilities, talents and interests. Give them the skill sets, relationships and hope to succeed.

The hippocampus, has a limitation on how much it can hold. It is overloaded quickly, based partly on learner background and subject complexity. There are other reasons our students get overloaded quickly with content. Learning and memory consume physical resources such as glucose and our brain uses this quickly with more intense learning.

SOME OTHER TECHNIQUES

Teachers should teach in small chunks, process the learning, and then rest the brain. Too much content taught in too small of a time span means the brain cannot process it, so we simply don’t learn it. Breaks, recess and downtime make more sense than content, content and more content. The less background the learner has and the greater the complexity of the content, make the time chunk of content shorter (use 4-8 minutes). The greater the background knowledge, the less the complexity, the longer you can make the “input” stage (8-15 min. is acceptable). Under no condition, should there be more than 15 consecutive minutes of content input. Share this with your colleagues. But share it in a small chunk, and then allow time for processing it.

There are a lot of attention getters out there, from flashing the lights, to raising a hand and waiting for the class to stop talking and listen. All of these are missing one critical element to be effective- the students! In most of these methods the teacher is the sole active participant,

and the students are completely passive. Students are taught that when the teacher says ‘class!’ they respond ‘yes!’ The hook is that the students have to say yes in the same way the teacher says class. For example, if the teacher says ‘class-class’ the students’ respond ‘yes-yes’. Teachers should use as many variations of ‘class’ as they can think of. This keeps the technique interesting and unpredictable for the students. Most importantly they have an important role to play and are an active part of securing everyone’s attention for the instructions to come from the teacher.

Rules are an important element in any effective classroom. A new teacher in particular needs to establish expectations for behavior. In Whole Brain Teaching there are simple rules, each has a gesture associated with it, and each one is an intimate part of the classroom learning environment. For example, Rule is ‘raise your hand for permission to speak.’ As you practice the rule you raise your hand, and then bring it down and make a hand-puppet like speaking motion with your hand. As one might imagine, it is the most violated rule in a classroom setting. Typically, if a student is speaking while the teacher is addressing the class, the teacher calls the student down and asks them to stop speaking. This can open up a power struggle that can derail the class, or at least lead to hard feeling by the student for the teacher. In this approach the students master the rules quickly, and the rules are an active part of class.

These are just few of the elements of the Whole Brain Teaching that provide teachers, especially those new to the classroom, with a method that integrates both effective, fun, low stress classroom management and exciting teaching methods that produce enhanced retention and comprehension of content. Activating prior knowledge is always good for memory. When a teacher introduces topics to his students by activating prior knowledge, he is helping them build on what they already know. This strengthens the connections in their brains. Teachers who use rhymes, songs and graphic organizers are already using strategies related to brain-based learning. These strategies assist students to represent their thinking kinesthetically, visually and phonetically. These techniques prime the brain for learning.

CONCLUSIONS

The ideas associated with “left brain” and “right brain” learning, the capacity for learning at “critical periods” of the brain’s development, and the notion that effective learning interventions need to be timed with brain development (Sternberg, 2008). In this Research Brain Based Education brought significant development in cognitive development of student. The results have supported the efficiency of these techniques. Brain Based Education have showed significant increase in Cognitive Development, Communication Development, overall development, Academic Performance, Thinking, Logical reasoning and Problem Solving.

The advances in learning disorders allow us to not only help children who have them with personalized support but also provide them better tools to overcome their difficulties. Neuroeducational tools to help treat dyslexia in the classroom. This has been only a very basic introduction to the things that can be accomplished using Whole Brain Teaching. The flexibility and utility of this approach is limited only by the imagination of the teacher.

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BEHAVIOURAL REASONS OF LEARNERS IN THEIR ACQUISITION OF L2: A CASE OF 6 LEARNERS IN THE INDIAN CONTEXT

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ABSTRACT

The present paper is a part of a post-experimental study conducted with 6 learners doing first year of their courses in engineering colleges in Erode zone, Tamil Nadu, India. These learners are subjected to an in-depth analysis of their problems faced by them in learning a Second Language (L2) like English through semi-structured interview. It is found that these learners at the Indian context are always conscious of their negative about their learning of the language and are afraid of the other learners and teachers which are their behavioural reasons. It is made clear that teachers need to first understand such exact individual problems of the learners who do not improve easily and then devise apt strategies to make them acquire L2.

Key Words: behaviour, Second Language (L2), semi-structured interview, strategies

INTRODUCTION

Second Language (L2) refers to the language that the learners study in addition to their Mother Tongue (L1). In the recent days, researchers have been paying attention to diverse aspects of teaching and learning L2 including adult learners in education, learners who learn language for the sake of learning it, college or university learners who study English as EFL and residents of multilingual countries, regions and communities (Hinkel, 2011). Anxiety refers to the fear or nervousness of learners. Anxiety that negatively affects the learners of both L2 and foreign language (MacIntyre and Gardner, 1991; Liu and Huang, 2011) is called language anxiety. Similarly, reticence is uncommunicativeness or passivity that often takes place in L2 learners. It is created when the learners have the ability and interest towards communication, but feel tough to speak (Friedman, 1980).

BACKGROUND

At the global level, there appear to be many reasons behind the over anxious and reticent learners. To alleviate anxiety and reticence of L2 learners so as to facilitate conducive learning environment, it is required to know the in-depth behavioural reasons. At the national level, as is commonly noticed, many steps are being taken to teach all the subjects in L2 in both Indian schools and colleges which sometimes prove to be ineffective due to various reasons. Moreover, in a developing nation like India, it is a mandatory task for all the learners to learn L2 as it entails social respect upon them. It brings not only name and fame but also better job opportunities. It is noticed in the regular classrooms that understanding the psychological barriers of the learners in the acquisition of L2 is an inevitable task.

Psychology in language teaching and learning lays deliberate emphasis on language learning rather than on language teaching (Jadhav, 2011). As noted by Adams & Dickey (1956), real assistance can be given to learners only through understanding of the actual problems faced by them during the process of learning. Effective teaching depends upon the teacher knowing much about the learners he or she teaches. The results of many research studies indicate that the best teachers are those who know most about their learners. When the teacher is aware and conscious of the problems of learners, he or she can try to adopt suitable

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measures to solve them. This has paved the way for the current study because it is necessary to produce more English-knowledgeable learners than mere English-literates.

METHODOLOGY

The present study involves semi-structured interview.

Participants

The participants of the study are 6 learners doing first year of their engineering courses in Erode zone, Tamil Nadu, India. They are of the ages 17 and 19. They hail from both L1 and L2 medium of instruction in their school days. The group includes both male and female learners.

Procedure

As a part of post-experimental study, semi-structured interview is conducted for the learners who are found to be high in their levels of anxiety and reticence even after an experimental study. Each learner is interviewed individually after assuring them that their names would not be revealed to the public as is requested by them. Each learner is posed with the three questions and asked to answer all the questions.

Research Questions

The questions used for the semi-structured interview are:

1. What do you feel when the teacher asks you to speak in English?
2. Which area or location are you coming from?
3. Why are you not ready to communicate on stage?

RESULTS AND DISCUSSION

When the needs and the expectations of the learners in the classroom are analyzed through semi-structured interview, it is found that the learners do not want to be hurt by teachers in front of their friends or strangers. They think that if they are insulted at a mass, they are prone to be disliked by others and thereafter whoever meets them would splash a mock look at them. Since these attitudes prompt them often, the learners sit passively in the classroom without worrying about the outcome of the learning because attitudes cater to the difficulty in learning a second language (IPEK, 2009).

A few learners say that they are not always good at English language skills as the other learners are. They cannot realize individually whether they understand the contents taught in the classroom or not. At once, they are afraid of the mass, but rarely can they evolve answers thought to be right by the instructor. Sometimes, they are able to come to class regardless of whether they understand the words and meanings which the teacher uses, but at other times, due to certain invisible forces, they are not ready to attend L2 class. A few of their watchwords like “I cannot do it”, “I am not good at it” create deep-seated fear of inadequacy and deficiency in language skills. In the presence of the teacher, a few feel that they have the confidence to improve, but in the absence of the same, the case is reverse.

When asked in private about the individual problems, the learners have given responses that are as listed below. The names of the learners have been replaced with pet names to avoid identity.

1. Ayir

Ayir is a male learner from rural area. He comes from L1 medium of school. He belongs to high anxiety and reticent group. He says that when he came to college on the first day, he found himself at a loss. The reason is that he did not want to get mingled with the other learners. This state of strange feeling lasted in him for more than two months. He neither understands the

words of the teacher nor responds to the teacher's questions. He fears that he cannot acquire L2 skills easily.

2. Bas

Bas is a female learner from rural area. She is from L1 medium in pre-university study. She belongs to medium group. She does not want to mingle with the other learners, but has the intention to ask for help. Unfortunately, she is too sensitive and, so she does not do so. She feels confused due to her lack of proficiency in L2 skills. When she is asked to get on the stage, after three months of study, for a speech in L2, she is in a dilemma of whether to get on stage or to sit back. When she is asked to get on, she starts trembling with fear. Even when she is called for the special class, she is not ready to attend it.

3. Uday

Uday is a male learner from rural area. He is from L2 medium of study in pre-university. He belongs to high group. He is entirely different from Ayir in attitude. He wants somebody to always look into his way of reading and writing style, but without intimating him that he has committed lot of mistakes. He, even after ten times of explanation, does not understand what the word „it“ means. This might be due to lack of confidence towards language adequacy. He is afraid of the language teacher and of speaking on the stage to audience.

4. Govi

Govi, a male learner, hails from urban area. He is the only pet child of his parents. He is from L2 medium of instruction in his pre-university study. He belongs to medium group. He would never make any attempt to involve in language related activity. Moreover, he is too shy to ask for clarifications either from his teacher or from his friends. He always fears about lack of improvement in language.

5. Zen

Zen, a female learner, is from rural area. She is from L2 medium in pre-university and belongs to high group. She acts like Uday who may require someone else to always watch and note down whether she is doing the work given to her in language class, but she is slightly lazy about working to improve her language skills. She worries about her close friends watching her perform badly in language. She is also afraid of the examination in English subject.

6. Jay

Jay, a female learner, is from a rural area. She is from L2 medium in pre-university and belongs to high group. She is a quite sensitive person and would feel a lot even for a small mistake committed by her and that is too when it is pointed out by her parents. She is also nervous about talking to the teacher as well as presenting a speech to a mass audience. She also fears about comments from her teacher and her friends.

RESPONDING TO THE NEEDS OF LEARNERS

Focus group learners and their individual needs required for language acquisition activity are studied. Every learner's behaviour and performance are analyzed carefully. For some activities, learners widen their look and for others, they shrunk their eyes. Their verbal and non-verbal behaviour is also focused when they are engaged in the class with other learners thought to be peers by the focus group learners. All of them have a common problem that they do not have any exposure to effective language use before their entry into the university study.

The present in-depth analysis shows that though many teaching methods have been adopted, there are still lots of individual problems as are experienced by the select 6 learners

in this study. So, a common language teaching framework should be designed such that all the individual and collective problems of the learners are taken into account while teaching an L2 like English.

CONCLUSION

To obtain good teaching outcomes, it is the need of the hour to understand the individual problems of the learners though all the teaching methods fail to change them in the classroom. Learners at the Indian context have behavioural reasons which really hinder them in their progress of acquiring L2 effectively. These reasons may be applicable to all the learners across the world. Teachers may have to take care of such reasons before feeling exhausted with the teaching of L2 to the below average level learners.

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THE IMPACT OF FACEBOOK DURING YEMENIS UPRISING: A FOCUS GROUP DISCUSSION

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ABSTRACT

The role and the effect of Facebook social networking usage during the uprising in Yemen investigated. Qualitative data were collected from an activist who participated in the main uprising event. Focus group interview was conducted at various locations in Yemen to obtain sufficient data needed to explore the usage of Facebook among the protesters. Informants comprising well-experienced activist provided differing which were analysed thematically to provide generalised findings based on the study context. The result shows that the Yemenis were actively involved in the uprising events. The main aim of the Yemenis was to choose a new government that is committed to the welfare of the people. The government contended and abused the citizens of Yemenis in an attempt to stop street demonstration and the posting of information and data pertaining to the uprising. Findings revealed that Facebook was mainly used to protest against the government as a way to defend the people freedom and support the fair government. The role of Facebook focuses on demonstrating the anger of the Yemenis to the leaders. In an attempt to show dissatisfaction, the uprising increased hardship and poverty in Yemen.

Key words: Facebook, Yemen, uprising.

INTRODUCTION

The Facebook social network site is widely used for communication and it is versatile and has played a crucial role in every society. In countries where media services are controlled by government for instance in Yemen, social networking sites are used as an alternative for traditional media systems. The use of Facebook among Yemenis has had a huge impact on the lives of the common people in different parts of the country. In countries where “Radio, TV and newspapers are controlled by the government, the Internet usage is maximised to meet citizens need. Facebook in a mobile phone has been used to oppose government’s policies and laws (Riaz, 2011).

During the Arab revolutions, the communication media system was banned, and citizens are not allowed to protest against the government. Reason being that the government does not want anyone to reveal issues regarding corruption and high unemployment in various government settings including in Yemen (Riaz, 2011). The Arab region’s people started to force out the dictatorial regimes to reform government practices.

The Arabs region called for transparent, accountable and participatory governance, through action against corruption and abuses of power. This was a step to political and economic reform to address the rising challenges of unemployment (Hanafi, 2011). The Yemeni Uprising started after the Tunisian and Egyptian uprising. The Yemeni protesters were openly against corruption, unemployment and deteriorating economic conditions (Nevens,

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2011). The uprising crisis across the Arab World revealed that social media networking sites such as Facebook, YouTube and Twitter are the effective tools for communication. The Yemeni youth carried out a mass social movement which later helped them to achieve their motive which was to topple Saleh regime (McAulay, 2011). Protesters spread information and post images through Facebook to attract more Yemenis which in turn attracted the attention of other countries. It is imperative that social media networking site supports the flow of information (Lee and Ma, 2011). Purcell, et al. (2010), acknowledged that social media networking site as a powerful source of news. About 37 % of the Internet users share news and stories about governments, friends and their family members using social networking site as in the case of Yemen.

PROBLEM STATEMENT

The uprising was a response of the citizens to the aggressive dictatorship regimes led by President Saleh. Yemenis leaders created a form of “hereditary” leadership to retain their family members in the government. Because the leaders were mean to resist internal and external force earlier attempt in mid-2006 was unsuccessful (Schmitz, 2011). There has been a struggle in the early days of the uprising in Yemen because the dictatorial regimes controlled the traditional media such as T.V, national newspapers, and radio stations. This has been a recurring strategy the government uses to shut down Yemenis opposition effort for a change towards the change of government. The government made it very difficult for the citizens to communicate in the early stage of the social movement. Social networking sites, especially Facebook, was the only alternative communication platform for Yemenis during the uprising Facebook was immensely put into use to initiate social movement and mass protests, especially among the students at Sana’a University. The effort made by the students in the various community Square extended to major cities in Sana’a such as Taiz, Aden, Hodeidah and many others.

Facebook was used to transfer information and communicate with the students and other citizens. With the massive acceptance to participate in the uprising by the citizens, Yemeni city was stirred to protest even at various governorates of Yemen. The mass demonstration was borne out of government threat and unfairness. The uprising boils down political despotism, poverty, corruption and discrimination. Ruling party has been in power since 1960’s and has dominated until 2011 (Bay, 2011). Yemen declared democracy in 1990 and reunification under the leadership of former President Saleh. The regime deliberately sabotaged party election and left the marginal freedom to other political parties. There was no press freedom and media were subjected to government prescription. This unfairness was practised across Arab countries such as Tunisia, Egypt, Libya and Syria (Barry, 2011). Strong policies that controlled media systems made it very difficult for the citizens to object government leadership. The opportunity afforded by social networking site was utilised to strengthen ties to fight corruption in a way that surprised the government. Although changes were achieved across the Arab world, especially in the political arena through mass demonstration yet it is unclear how social networking site contributed the uprising in Yemen. The leadership circle of Yemenis was seriously against any opposition against their regime (Thomas, 2011). This was seen across Arab countries (Davies, 2014). Thus, Arab spring and Yemen uprising could be termed “force of liberation” initiated for the welfare of the people. However, the students’ behavioural intention and self-presentation on Facebook affects their daily life activities and attitude (Karpinski and Duberstein, 2009; Kirschner and Karpinski, 2010). Studies found that the attitude of the people online social network affects their daily interaction with other and lead to abuse and addiction (Brenner, 1997; Veil, Buehner and Palenchar, 2011). This study partly tends to explore the Facebook usage so as to proffer recommendation to control its effect in their everyday life of the Yemeni Sana’a University students.

Therefore, a clear understanding of self-presentation, behaviour and attitude of the protesters is central to determining how Facebook can be used to improve learning. This is because; learning content and other important government information can be transferred using Facebook. Motivation to use social networking sites is because they are cheap and convenient wherever internet facility is available. Because the user's profile of social networking site can be manipulated, and this makes information posted on Facebook site questionable. It is, therefore, important to understand self-consciousness, behaviour and attitude towards Facebook usage during the uprising. Using focused group discussion data, themes were developed to specifically address the research questions. The thematic analysis generalises the discussion and provided distinctive insight on the uprising. Quantitative statistics using numerical data was used to measure the research variables.

Technology acceptance model (TAM) postulated by Davis (1989) was used to explain Facebook usage. This is because social networking sites such as Facebook is technologically based. Social judgement theory postulated by Sherif (1965) was used to explain attitude leading to acceptance and involvement of Yemenis to actively participate in the uprising. The theories played the central role in explaining influences with a persuasive Facebook communication platform that influenced the attitude of its users.

RESEARCH QUESTIONS

1. How was Facebook used by the Sana'a University students to facilitate communication during the Yemeni Uprising?
2. What compelled Sana'a University students to accept and actively involved in the Uprising?
3. What is the effect of Facebook use, social movement and social learning via social judgment of Yemeni student's involvement in accepting to participate and share information during the Yemeni Uprising?

ANALYSIS OF FOCUS GROUP DISCUSSIONS

This study confined to investigating Facebook usage during the Yemen uprising prompted by its role, especially among the university students. Facebook allows its users to share media content and interact with each other. The theoretical basis of Facebook as a communication platform describes its specific social state of action and reveals a comprehensive understanding about the in-depth group discussion and on the explanation of analysis targeted to address the research questions as applies to this study. To achieve this, purposive sample was assigned for this study and this method is common among researchers. The sampling method enabled the researcher to select a sample of the research targeted population with the expectation to have more information about the study topic and this enabled the researcher to analysis deeply to understand the target phenomenon and describe and explain it.

The focus group discussion usually uses target sample and therefore, the researcher delivered three discussions in different regions in the country and hosted groups of people who were interested in the study topic. Data collected were subjected to themes to specifically address the certain condition of interest and to focus the findings of this research. Based on the focus group in-depth group discussion data, the result was reported to represent a specific answer to specific research question using the theme to denote specific research question that was addressed by the interview result. The interview locations where data were collected as well as the number of participants in the in-depth group discussion at Sana'a, Taiz Al-Saeed Foundation and Taiz sidewalk (Table 1).

The Table was used to show the distribution of the participants in the three areas where qualitative data were collected for the analysis presented in this chapter. The specialisation of the informant comprises Illusion Journalists, researchers, academicians, entrepreneurship and the staff of establishments (Table 2) and spread across the third in-depth group discussion

sessions comprising 24 informants. Out of the 24 experts participated in three interview sessions, 20 were men corresponding to 83.30 %, while 4 informants were women constituting 16.70 %.

Table 1:

Interview locations and number of participants in the in-depth interview

Interview locations	Number of participants	Percentage (%)
The first in-depth discussion at Sana'a	7	29.2
Second in-depth discussion at Taiz Al-Saeed Foundation	8	33.3
Third in-depth discussion at Taiz sidewalk	9	37.5
Total	24	100 %

Table 2 shows that the number of informants in each in-depth discussion session ranged between (7) and (9). Out of a total of 30 informants that were invited to participate in this study, 24 responded corresponding to 80 % of the expected respondents. The informants that participated in this study, especially those from Qaeda scientific showed great interest and provided research. Although the number in each group was encouraging, members of the group reported their individual view and experience in the group's in-depth discussion that lasted for about 2 hours. Thus, different view reported increases knowledge about number issues, especially on Facebook usage. Group in-depth discussion has shown to be an ideal and interactive way to explore data from an individual with the different view about a particular situation. A study has shown that this approach can potentially transform the real-life debate involving 10 members or fewer members (Gill et al., 2009, p293). Therefore, the difficulty of controlling the larger number of informants was minimised in the in-depth group discussion organised in this study.

Table 2:

Category of informant's profession

Category of participant's profession	Number	Percentage (%)
Reporters and journalists	3	12.5
Academics and researchers	7	29.2
Free acts	3	12.5
Employees	11	45.8
Total	24	100.0

DEVELOPMENT OF THEMES

To ensure higher accuracy of the analysis, themes were carefully developed to ensure that all transcriptions informant to the focus group discussion. The researcher has chosen themes that appropriately indicated all the research questions. All the analysis led to the development of entirely several new themes and was noted as part, in a contribution from embarking on this research. Firstly, the researcher carried out a heuristic inquiry involving immersing oneself in the data to understand the feeling of the informants. This was done by executing mute observation to understand the meaning and motives of information conveyed by the informants. Spoken words were carefully merged by combining all the disconnected information.

Secondly, the researcher conducted an epoch. This was necessary to justify that all the themes fit well in explaining the data. This theoretical approach supported the analysis process. Initially, an attitudinal shift was used to understand the data from a different point of view compared to previous views. This was used to explain the real situation shifting from earlier assumptions based on personal understanding while making interpretations. This process includes reading, comprehension, theme formation and comparison of data from a different informant. Thirdly, the researcher utilised reduction initiated to ensure that the analysis reported in this study conform to the data generated from the focused group discussion. Data reduction focused of the present study data and all details found were transcribed. Fourthly, the transcription and coding process was used to screen for error. The process of categorization and developing theme provided clearer insight on the uprising situations.

The researcher also acts as the instrument of the research. A latent coding method (also known as semantic analysis) was also used in the research. Deacon in 2007 defined these codes as interpretative devices that enable communication to occur in particular cultures in order to instruct the combination of cultural and ideological meanings (Deacon, 2007). The audio recording was also used as the means for the storage of data. The discussions data was analysed using thematic analysis, which was coded using the ATLAS.ti version 7.5 software for qualitative research, which is also essential for handling a large amount of data. This software helped to classify, sort and arrange the information according to the themes. It later examined the relationships by shaping selected themes.

Thematic analysis helped to produce a recurring pattern that cut across the preponderance of the (Taylor, 1984). Themes are concepts indicated by the data and construction of themes and their application should be subjected to the situational demands of a given study (Constas, 1992). The research at hand employs Thematic Analysis to evaluate the data collected throughout the research process. Thematic Analysis operates on the derivation of themes and sub-themes from the collected data that make up the objectives of the research. Thematic analysis is defined as a method for identifying, analysing, and reporting patterns (themes) within data (Boyatzis, 1998). It organises and describes the data set in rich details even if carried out minimally. Ideally, the analytic process involves a progression from description, where the data have simply been organised to show patterns in semantic content, and summarised, to derive interpretation, where there is an attempt to theorise the significance of the patterns and their broader meanings and implications (Patton, 1990). Purposive Sampling-Data collection method via Proportionate Stratified sampling narrowed the sample size and enabled the researcher to attain a purposive sampling, thus it provided for the easement of the researcher as the sample size is selective and does not involve a large number or population group. This research employs purposive sampling based on the strata's priority-divided, in which the samples are specific targeted informants.

FINDINGS

All the empirical materials gathered during the focus group discussion were coded for identification purposes. The code "R" corresponds to each informant's contribution and explain different views from the informants. The codes were considered very useful in providing clear interpretation leading to meaningful conclusions. The "R" represents an informant and ranges from R1 to R24 constituting the total number of informants that participated in this study. This study sought to answer the research questions:

1. What are the main uses of Facebook by the Yemeni Sana'a University students during the Yemeni Uprising?
2. What is the effect of social learning factors such as self-consciousness, behavioural intention, attitude and personality posted on the Facebook wall of the Yemeni Sana'a University students during the Yemeni Uprising?

3. What is the effect of Facebook use, social movement and social learning via social judgment of Yemeni student's involvement in accepting to participate and share information during the Yemeni Uprising?

This research question of this study was answered using themes categorised to specifically provide detailed insight that explained uprising events (see Table 4).

Table 4

Categories and Themes for Focus Group Discussions

Category	Themes
1. Usefulness of Facebook Social Network	<ul style="list-style-type: none"> i) Organise protest ii) socialise with friends iii) information and knowledge iv) discuss Yemen's issues v) Update friends vi) Post messages and images vii) Share
2. Acceptance to involve in the uprising	<ul style="list-style-type: none"> i) Strengthen unity among Yemenis ii) Oppose corrupt leaders iii) Defend citizen's rightiv) Promote freedom of speech v) Promote democratic leadership
3. Consequences of Facebook	<ul style="list-style-type: none"> i) Strengthened opposition parties ii) Create disunity among parties iii) Revealed Yemenis anger towards leaders iv) Destroyed Yemenis relationship v) Disrupted economic activities

Qualitatively discussed focused group data obtained from one-on-one interaction has been used to address the research questions of this present study. The analysis comprising of different interview location involving 24 participants from different fields provided sufficient data.

In addressing the first research question of this study, thematically analysed data showed that Facebook social networking site was useful in many during the uprising especially for organising the protest, socialise with online friends so as to share information and knowledge pertaining to the uprising. Yemen issues were also discussed via Facebook amongst the students, and they posted images and messages to their online friends. This indicated their interest to the welfare of Yemenis. Findings based on the thematic analysis have shown that the perspectives of different individuals slightly differ. Based on the analysis reported in the first category (usefulness of the Facebook social network) depicting the first research question of this study was analysed. The main uses of the Facebook during the uprising were mainly to inform other users of Facebook about the uprising events through sharing of information and posting of images and messages.

Secondly, the acceptance to participate in various protests against the ruling government has shown to be a sign of national interest in Yemen future. Based on the analysis, the collective mass demonstration organised in Yemen during the uprising was to strengthen unity amongst the people in an attempt to oppose government threat and unfairness of corrupt leaders. By doing so, Yemenis tends to defend their citizenry rights and promote freedom of speech and a fair democratic government. To achieve the intention of the Yemenis, Facebook was the only option to support communication among the people.

Communication and sharing of information about Yemen politically, socially and economical state was successful through Facebook. Concluding based on the findings generated from the qualitative interview result, the second research question on the acceptance to involve in the uprising has been answered. The acceptance to participate in the uprising was based on individual perspective and their attitude towards national unity. Findings showed that the Yemen has demonstrated their eagerness to strengthen unity and to promote freedom of speech.

Thirdly, the genuineness of online interaction during the uprising was addressed by answering the third research question. This was demonstrated through their Facebook account during the uprising. Analysis showed that the Yemenis participated in the uprising genuinely to the interest and welfare of Yemenis and to support their welfare. This was the motivation they have to post and publicise different threat imposed to the citizens by the ruling party. Differing views from the informants showed that the personalities of the university students seek to support unity and fairness.

The Yemen political, economic and social instability was also a concern that stirred up anger among the Yemenis. Primarily, the personalities of the Yemenis were to restore the economic, political and social state of the country by removing corrupt leaders. Therefore, the uprising was a genuine and honest demonstration against Yemen government corrupt leadership. This was the main cause of the uprising; therefore, the protester opts for a government that listens to the masses and is committed to welfare of the country at large rather than individual interest. Fourthly, the consequences of Facebook usage were addressed by answering the fourth research question. The thematic analysis for the fourth research question provided the differing view which was categorised using themes. The result showed that in an attempt to strengthen national unity, the peace of Yemen was affected. Accepting to participate in sharing of information and social demonstration was intended to reveal anger towards the government. However, Facebook destroyed the relationship of the political parties and disrupted the economic activities. With the increased risk of poverty, an uprising period was economically a wasted period when the government was unable to generate income to sustain the nation. Facebook social media has shown to be the effective tool for communication, however; dialogue can be applied to critical issues relative to the economy of a developing nation like Yemen. This measure can be used to reduce the risk associated with economic instability and the welfare of the citizens. The consequences of Facebook reflect on the effect of the uprising on the economy of Yemen and the tension among the parties and various ethnicities. Disunity among the parties could produce a lasting political conflict. Facebook has shown to be the attractive platform for communication, however; it can be used to disrupt economic activities and remove government as in the case of President Saleh. The fifth research question was answered by addressing the effect of the uprising to Yemenis. Analysis has shown that the uprising in Yemen imposed the significant threat to the people and the political parties. Social movement during the Yemen uprising affected the country politically, socially and economically. The effect of the uprising heightened security risk and exposes political parties to future crises. This is because the ruling party tends to be aggravated realising that other parties collectively joined effort with the mass to demonstrate against the government. The view of the protesters was for the betterment of the Yemenis. However, it was not clear if the interest of the political group was for the Yemenis or for personal as was seen in the regime of President Saleh.

The uprising empowered the citizens but led to the loss of valuable properties of individuals and government. The properties involved millions of USD which can be used for other useful purposes in Yemen. The removal of the government was considered as a means of regulating political, social and economic instability of Yemen yet the wastages involved was

not considered. The economy of Yemen worsened after the uprising as new government tends to restore the damaged sectors and important facilities that support government activities such as telecommunication. Intensified hardship, poverty and loss of lives and properties were amongst the effect of the Yemen uprising. It was generally accepted that Yemenis participation in the mass demonstration were a sign of rejection towards political ruling party. Upon successful removal of the president Saleh regime, Yemenis believed to have achieved a fundamental target to the nation's recovery politically, economically and socially.

Therefore, it is concluded that the research questions complement in addressing the pressing national transform need of every Yemenis. The analysis based on the group discussion presented various views regarding Facebook usage during the Yemen uprising reflected the different uses of the Facebook social networking site which was utilised to mobilising masses to stand against injustices and unfair leadership. The youth of Yemen, mainly university student led the demonstration at various places during the uprising that successfully removed the ruling regime led by president Saleh. This was achieved through the communication strength of the Facebook social networking site. The analysis of qualitative in-depth group discussion conducted at Sana'a, Taiz Al-Saeed Foundation and Taiz sidewalk has been analysed, focusing on answering the research questions of this study. The specific category was assigned with themes that specifically committed to addressing at least one research question. This form of analysis tends to avoid the repetition of the similar idea. Evidence from the in-depth group discussion with experts in the different field has shown that students used Facebook immensely during the uprising to communicate with the protesters. Findings from the interview showed that communities faced significant political challenges as a threat of the division of Yemen states conflicting sectarian and regionally. Uprising affected the relationship between the political parties whatsoever with the uprising and against to it, the other and differing views, which had an impact on the relationship between those parties later. Largely, the acceptance to participate and the involvement of Sana'a University students. Facebook showed the flaws of Yemeni economy and unemployment. The prevalent in the community and the magnitude of the rate of unemployment among young people were among the key issues. Therefore, the self-consciousness in the individual's ability, thoughts, feelings and behaviour control the university students believe during the uprising. The expectation of the participants summed up in the three-in-depth group discussion in various categorized themes to answer specific questions. However, the findings of this study were generalized based on the analysis of the research questions. Considering the themes that were used to address the research questions, differing views were drawn to conclude the specific subject of interest. The public concerning unfair governance and corruption. This was possible using Facebook because masses are not privileged to use media services such as radios and television in Yemen, therefore, social isolation in the real world was abridged in Yemen with the help of Facebook.

CONCLUSION

Sana'a University students used Facebook to plan and organise demonstrations, protests and sit-ins and unite about other students to participate in the uprising. The involvement of students in the uprising depicted rejection of government leadership and expressed an attempt to oppose the government, which successfully turns down to their favour when President Ali was dethroned in 2011. The spreading of the revolutionary consciousness was focused on the awareness of the goals that demanded the uprising; "unfair governance, corruption and high unemployment especially among the youth". This was led by the consistent support from the youth to overthrow the president Ali regime with the intention to rebuild a fully sovereign independent civic Yemeni state. This was successfully achieved using Facebook to inform other interested users of the Facebook social networking site to jointly cooperate in the move to oppose the governing leadership. Facebook was essentially used to disseminate news and information, post videos and images about the events and the attacks on the protesters and share

with their friends. This was possible because of the role of the Sana'a University students in the uprising and consistent demonstrations in response to power abuse. Facebook wall publications among the undergraduate students at Sana'a University has been used to inform other people the truth about what was going on during the Yemeni uprising, in addition to raising awareness and rallying revolutionary and packing, and so were many of the publications are used to convey the truth to the people. Transfer of bachelor students at Sana'a University events through their accounts on Facebook and the public have expressed their views and feelings of the public. What is happening traded everything that is happening on the scene, communication and dissemination of news, and solidarity on the crucial issues? Students' publications reported the true image of the community about the oppression that they were creating a community of sympathy with them and endorsed by large segments of the population.

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THE IMPACT OF POLITICAL INSTABILITY ON MICROFINANCE PERFORMANCE: THE CASE OF NORTH-WEST CAMEROON

IRENE A. ASHIME¹

ABSTRACT

The microfinance industry has grown since its inception in the early 1970s. It provides financial services to low-income earners and is a critical element in effective poverty alleviation. This paper attempts to evaluate the impact of political instability microfinance performance using Rotating Savings and Credit Associations (ROSCAs). The paper employs a qualitative design on a sample of 164 members from 6 ROSCA groups, using interviews conducted between 2012 and 2017. Secondary data is derived mainly from the World Bank and Consultative Group to Assist the Poor (CGAP) websites.

The paper discovers that a stable and sound system not only promotes ROSCA performance, but also increases ROSCA penetration. Absence of good governance for microfinance institutions is a major problem. The research concludes that although MFIs are not the only solution to development, a well-structured microfinance system could increase social welfare and promote financial activity.

Key Words: Political instability, microfinance, performance, Cameroon

INTRODUCTION

The microfinance revolution was enacted in the early 1970s with the aim of fighting poverty and developing the institutional capacity of financial systems by looking for cost-effective methods of lending money to low-income earners (Morduch, 1999). The initiative intended to serve the under-served and to broaden credit clientele where other programmes had failed. The ultimate goal was to prove that micro-lenders can make profits while serving the poor (Aghion and Morduch, 2005). Even though the programmes still depend on subsidies, the clientele has shown its ability and proven itself capable of participating in such programmes with the creation of Grameen Bank, the first large-scale loan disbursing project in Bangladesh, with repayment rates of around 98%. According to Morduch (2000), microfinance that follows good banking principles will mitigate poverty the best. The assumption of the initiative is that microfinance institutions (MFI) could assist the poor globally regardless of whether they live in Cameroon or the United States of America.

Literature has extensively described the presence of microfinance in poor countries in the stages of development, with political instability a widespread factor in the industry. I too want to investigate the extent to which political instability affects microfinance. I have described literature from two schools of thought: the Welfarist school and the Institutional school, which have different views on microfinance development. However, I focus on a variant of microfinance called Rotating Savings and Credit Associations (ROSCAs), mainly concentrating on their usage in a region in Cameroon where they are prevalent. By so doing, I hope to gain an insight into some of the problems encountered by participants in the breakout of unrest, and how these factors affect the economic development of the country.

With great discrepancies between the country's ROSCAs, I use a sample of 164 participants from 6 ROSCAs in the Boyo division of north-west Cameroon as a case study.

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These ROSCAs are limited to the Boyo division. My objective is to examine the challenges members face in their day to day transactions.

THE DEFINITION OF MICROFINANCE

MFI have become a very significant part of many countries as more and more people have adapted to them. It is an informal sector banking that renders services to the poorer population or societies. Microfinance renders micro-lending, which many people refer to as microcredit. The legitimacy of MFI therefore is the lack of a clear definition of microfinance. At the moment, the term is recognised as an institution that provides financial services to the poor or low-income earners. Various definitions of microfinance have emerged.

Fakhrudin (2009) defines an MFI is a “social enterprise” with the primary aim of improving the lives of poor people by providing financial services. Maybe a for-profit institution could also satisfy this condition if it stuck to a solid “double bottom line” philosophy, but it is certain that one condition of its success is that it better the lives of poorer people. Ledgerwood (2000) refers to microfinance as the provision of financial services to low-income customers, including consumers and the self-employed. The term also implies that these services should be sustainably delivered to this income category of the population.

Armendariz and Morduch (2007) further differentiate between the terms “microcredit” and “microfinance”. “Microcredit” refers specifically to small loans to “microfinance”. The broader sense embraces efforts to collect savings from low-income households, to provide insurance “micro insurance” (Armendariz and Morduch, 2007, p14). Microfinance and microcredit, despite the different resonances, are often used interchangeably; a common similarity is often the state of local finance and the degree of poverty. Although the two terms are used interchangeably, his emphasis is on micro because the amounts involved in both savings and lending are usually small.

Worldwide, people suffer from poverty to varying degrees in developed and developing countries alike. Based on this statement, microfinance could be introduced in all nations and, if correctly done, the poor should be reached and served. However, this is not always the case in reality. Researchers like Simanowitz and Walter (2002) discovered that microfinance has the potential to contribute to the “suppression of poverty of the millions of the world’s poor people,” but they are taking precautions when setting expectations: microfinance is not a panacea, and expectations should not be raised too high or it is bound to fail (Simanowitz *et al* 2002).

An analysis of the above definitions of microfinance unveils the issues associated with its impact on the provision of financial services to low-income earners: whether to liaise with donor agencies to provide cheap loans to its users for profit, or to reach a wider audience with little or no interest rates to ensure that a greater proportion of poor people benefit from its services. This has given room to two facets of debate that have influenced the development of microfinance.

APPROACHES TO MICROFINANCE

Microfinance is influenced by two main schools of thought: the Welfarist school (a poverty-lending approach) and the Institutionalist school (a financial sustainability approach) (Fatukasi, 2005). These schools share the same commitment to microfinancing, although they hold different opinions on how institutional structures of microfinance should operate. While the Welfarist school focuses on the immediate improvement of the economic wellbeing of the poorest poor, the Institutionalist school pays more attention to building a sustainable financial system to serve their clients.

According to Woller and Woodworth (2001), the differences between the approaches can be explained in three ways. The first is the difference in the service delivery design to the target population. This refers to the method used by the institution to disburse loans to its customers:

is it done individually, through a group or through local village banks. The second difference lies in the institutional structures and the availability of funds to support the services. The Welfarists argue that granting subsidised loans is one of the ways that ensures that the poorest poor can gain access to credit facilities using government and donor funds. In contrast, Institutionalists insist that the institutional viability and efficiency of microfinance can only be achieved if MFIs become commercialised by relinquishing donor funds and subsidies completely. The third difference lies in the population segment that is being served. If the institutions become commercialised, as argued by the Institutionalists, they will be financially viable and a greater impact will be made on the poorest of the poor; but again these poor populations might be neglected if these loans are not subsidised. These differences pinpointed have been very controversial in this subject matter than highlighted hence framing the conversation below.

As a way of defining the relationship between microfinance and performance, it is useful to identify how microfinance directs its performance objectives. This paper advocates that microfinance and performance have to compromise on two aspects if it is to meet its social performance, which is a yardstick for assessing many institutions. Microfinance from its inception has evolved around alleviating poverty or eradicating the poverty of low-income earners. Following the Welfarist approach, most MFIs who fall under this category are characterised by overdependence on grants, government and subsidies, which (according to critics) are exhausted in the long run. Due to heavy reliance on subsidised services, critics of the Welfarist approach point out that the impact of microfinance on poverty and performance will be minimal and unable to meet the rate at which credit is demanded because donor funds are limited. Implementing the Welfarist approach may increase financial outreach, but it may also jeopardise financial sustainability, a stronghold for the financialists' school of thought.

At the other extreme, financial sustainability to microfinance insists on the need for MFI to be financially self-sufficient. The idea of financial sustainability in providing financial services to the poorer population is the preliminary foundation of this school of thought. They believe that poverty can be impacted on a large scale if, and only if, the institutions that provide credit services are financially independent of any donor organisations. The approach is embraced by financial institutions that desire sustainable financial services for low-income earners, thus allowing the institution to achieve profitability and sustainability as an independent entity, while at the same time maintaining the social mission of alleviating poverty in the long run. Ideally, the main focus of this approach is the institution and the number of clients reached (breadth of users). Some MFIs that operate under the financial sustainability approach are Bank Rakyat Indonesia (BRI), Banco Solidario de Ecuador (BancoSol) and the Uganda Microfinance Union.

ROSCAs are seen as MFIs that use a “double bottom-line” approach to measure both financial inclusion and social performance to ensure that clients not only benefit positively from their services, but also make a profit and achieve financial sustainability. ROSCAs are essentially a group of individuals who come together over a predefined period and make regular cyclical contributions to a common fund, which is then given as a lump sum to one member in each cycle. For example, a group of 12 persons may each contribute USD \$50 per month for 12 months. The USD \$600 collected each month is given to one member. Thus, a member will “lend” USD \$50 to other members through his regular monthly contributions over the 12 month cycle.

Formal microfinance activities began in Cameroon as far back as 1963 in the small village of Njinikom in the north-western region, thanks to the efforts of a Roman Catholic father who encouraged Christians to form groups to help one another and improve their social and economic welfare. With the philosophy of “little by little your savings will grow, like the

biblical mustard seed,” these groups have grown and transformed into a great network and have become one of the main players in the microfinance market of Cameroon under the umbrella institution of the Cameroon Cooperative Credit Union League (CAMCCUL). Apart from CAMCCUL, the establishment of other MFIs in Cameroon until the 1980s was very discouraging due to the banking crisis that led to the collapse of most development and commercial banks. This led to the closure of a network of commercial banks, such as Amity Bank and Credit Lyonnais, in semi-urban and rural areas. These had a positive effect on the local population, as the existing gap for the supply of financial and micro-financial services in the rural areas expanded (Fotabong, 2012); hence the prevalence of ROSCAs in this region.

In most economies, savings and saving mobilisation are undertaken by formal, semi-formal and informal institutions (Bime and Mbanasor, 2011). In Cameroon, the distribution of banking activities and the laws that govern banks are very poor; mostly salaried people, MSE owners and people engaged in high revenue yielding ventures hold bank accounts. The fact that a majority of the population are low-income earners forces them to devise other banking methods. This may be a reason why most of the population in this region is engaged in informal banking (between family members, friends, neighbours and unscrupulous moneylenders). ROSCAs make up a substantial part of this informal sector. Informal saving groups are dominated by local small-scale livestock farmers and businesspeople (especially women) who buy household commodities and sell them on, commonly known as *buyam sellam* in north-west Cameroon.

With the vast number of saving technologies and financial services available today, it is presumed that people will hardly join a ROSCA due to its riskiness and inflexibility. A person may decide to save alone, since they will have access to their funds whenever the need arises. Nonetheless, several rationales have been provided by the economic literature as to why ROSCAs are formed and remain vital to users. It is suggested that individuals join a ROSCA to finance the purchase of an indivisible durable commodity, thus taking advantage of the gains from intertemporal trade between individuals so that they can enjoy the benefits of savings sooner than if they had to save by themselves (Besley et al., 1993).

In some countries, like Kenya, women’s membership in urban areas is a forced-savings mechanism that ultimately results in preferences for indivisible household commodities between couples (Anderson and Balland, 2002). A ROSCA model has also been presented by Ambec and Treich, whereby the design assists individuals to cope with self-control issues.

There is no doubt that the success of microfinance depends on a host of factors, some of which have been researched independently. The focus of this paper is political instability as a deterrent to microfinance success. Political instability has been widely researched and has been known to affect a number of events, from tourism to the rates of inflation (Aisen and Veiga, 2008). It is not unusual for political instability to influence MFI and ROSCA success, since it plays a critical role in different fields. To evaluate how political instability affects ROSCAs in north-west Cameroon, it is necessary to give an overview of Cameroon’s country profile and challenges.

Cameroon is a developing lower-middle-income country with a population of 23.3 million people. Two of its regions are Anglophone (the north-west and the south-west); the rest of the country is Francophone. Cameroon is endowed with natural resources, including oil and gas, minerals, timber and agricultural resources such coffee, cotton, cocoa and maize (World Bank, 2017).

Political Context

The Cameroon People’s Democratic Movement (CPDM) has been Cameroon’s ruling party for over three decades. At present it occupies 148 of the 180 seats in the National Assembly, and 81 of the 100 seats in the Senate (a framework that was created in 2013). Cameroon has

enjoyed peace for several decades, despite its highly diverse population, but a few years ago it started facing an increasingly challenging situation in the northern regions due to a “low intensity war” waged by Boko Haram (World Bank, 2017). Even though Boko Haram has lost success, attacks have not stopped in the far northern region, thereby instilling fear among Cameroonians of a plausible massive attack.

Social Context

As population growth dominates poverty alleviation, figures from the World Bank show that the number of poor people increased between 2007 and 2014 by 12% to 8.1 million. Although all the regions in Cameroon experience poverty, it is highly concentrated in the northern regions, with about 56% of the poor residing in the north and far northern regions – a trend that was noticed even before the outbreak of the conflict initiated by Boko Haram in the region.

In recent years, other regions, such as the north-west and south-west regions, have been characterised by persistent social unrest, thereby hampering socioeconomic and human development activities in these regions. Outside poverty, many lives have been lost in the quest to overthrow the ruling party.

Economic Context

Economic activities started slowing down when Boko Haram infested the northern regions, and 2016 saw its peak. By the end of December 2016, GDP was estimated at 5.6%, 0.2 points lower than its 2015 level (World Bank, 2017). This is attributed to slower growth in oil production, which results from the maturity of oil fields and the damage to the poultry industry due to the avian flu epidemic. Nonetheless, the government’s ambitious infrastructure plan, if continuously implemented, could boost the agricultural and forestry sectors that have notably contributed to sustaining vital growth in public works and services. Services industries such as the microfinance industry are not adequately regulated due to weak governance. MFIs charge customers high interest rates above the rate set by the monetary body, the Commission Bancaire de l’Afrique Centrale (COBAC). In addition, formal financial institutions have strict criteria for disbursing loans, forcing low-income earners to revert to traditional financial sources like credit unions, village banks, cooperative societies and ROSCAs. These informal sources have also experienced setbacks, and these have hindered the development of customers as well as the development of the locality of operation.

IMPACT OF POLITICAL INSTABILITY ON ROSCAs

The north-western region of Cameroon has been chosen because of its recent political instability. Boyo division is known to be characterised by absolute poverty, with people living on less than USD \$1 per day. In addition, the chosen ROSCAs have survived periods of instability by carrying out operations exclusively managed by its members, who have no links with formal financial institutions. The long-term survival of these institutions could be imitated by other organisations across the country.

These six ROSCAs from the Boyo division of north-west Cameroon were randomly selected to provide an in-depth examination of the challenges they face in the midst of the current political crisis, how their services are channelled to participants (outreach) and the policies affecting their structure. These selected saving groups offer important highlights into the techniques used by institutions operating at similar levels of instability.

As described in Ross (2012), the exact way to capture and measure political instability is not as obvious as most research in social sciences. In general, one of two approaches have been taken by most researchers towards instability: they either measure executive instability, or they measure socioeconomic instability (Ross, 2012). According to Adesina and Perotti (1996), executive instability refers to the “propensity of government change” by either constitutional

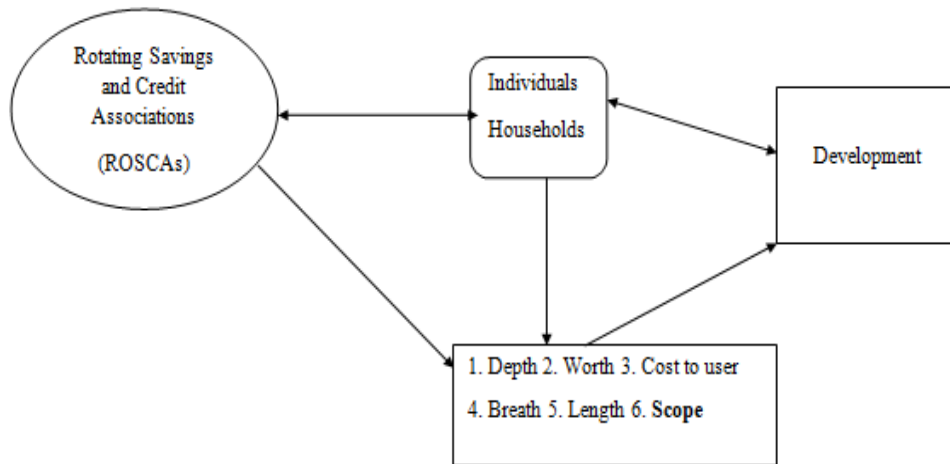
or unconstitutional method. This kind of measurement generally involves the construction of regression, calculating the possibility of change happening in the executive branch of government on the basis of past occurrences and other institutional attributes.

The other way of measuring political instability, as explained in Ross (2012), is through measuring socio-political instability. This involves constructing indexes that measures the level of possibility of social unrest in a country. Authors like Adesina and Perotti (1996) and Banks (2005), among others, have developed such indices. Data on events such as politically motivated assassinations, number of deaths under circumstances of domestic mass violence, and number of *coups d'état* are used to build these indices. Given the qualitative nature of this paper, it will underpin an overview of political instability in Cameroon and how this affects the performance of ROSCAs in Cameroon.

CONCEPTUAL FRAMEWORK

Figure 1 shows a conceptual framework for microfinance and outreach mediators, through which ROSCAs and other MFI provide services to customers in north-west Cameroon. The major participants in ROSCAs are poor individuals and households who rely on peasant farming and are unable to hold bank accounts with formal institutions. Owing to the definitions provided by Ledgerwood (2000) and Armendariz and Morduch (2007) in the literature review, these types of microfinance are predominant and widely used by rural Cameroonians as they are very accessible. The figure also shows the mediators (depth, worth, cost to user, breath, length and scope) that ROSCAs use to reach out to their users (both individuals and households). A proper application of microfinance services will lead to community development.

Figure 1: Conceptual framework showing how individuals and households access ROSCA services



According to Yaron (1994), microfinance performance have been judged based on the concepts of outreach and sustainability. The relationship between political instability and microfinance performance in the context of this research is in outreach, which is expressed as outreach in social value and outreach to the poor. “Outreach is the social value of the output of a microfinance organisation in terms of depth, worth to users, cost to users, breadth, length, and scope. Outreach is commonly proxies by the sex or poverty of borrowers, the size or the terms of loan contracts, the price and transaction costs borne by users, the number of users, the financial and organisational strength of the lender, and the number of products offered, including deposits” (Navajas and Shreiner, 2000). Outreach to the poor also refers to the extent to which MFIs are able to expand their customer base to provide an increasing number of truly poor beneficiaries with microfinance services. Outreach to ROSCA users has been examined in other research by Ross (2012) in different political history. The results show that microfinance underperforms during significant periods of socio-political instability. From the study of the six ROSCA groups in this research, the impact of outreach occurs in different dimensions.

The findings show that political shock has played a dominant adverse role on ROSCA performance and development.

Client Participation: there is a strong connection between microfinance to mitigate poverty and client participation. Unarguably, microfinance fights poverty. ROSCA clients are often poor rural dwellers in farm houses, usually living in overcrowded settings and lacking access to basic services such as health. They rely on subsistence farming, although most of the crops they cultivate are consumed; only excess is sold, and the proceeds are used to participate in ROSCAs. In this study, most of the participants were women who were poorly trained and who

lacked the skills necessary to be actively involved in the mainstream economy. These women also played a dual role as caregivers and providers. On the political platform, the poor rural landless are exposed to adverse shocks and are susceptible to illnesses associated with malnutrition, as they no longer have the opportunity to sell farm produce and cushion themselves against consumption and the payment of medical bills.

Education: according to a research study carried out by the World Bank Group in Yaoundé in April 2014, basic education was recognised as a pillar for Cameroon's long-term growth. Previous research on ROSCAs shows that rural participants spend their earnings either on buying a piece of indivisible equipment, financing a project (e.g. constructing a house) and/or paying the school fees of their children. It has been noted that primary education permits a significant proportion of Cameroon's population to participate in growth. The ongoing unstable socioeconomic and political climate in Cameroon has not permitted pupils to attend school. Even though Cameroon's economy has been growing at a decent rate for the past decade (between 3–5%), the country will not achieve its 2035 Vision – an objective set by the government to become an emerging market – due to the persistence of this instability. Microfinance activities have slowed, weakening the link between microfinance operations and the level of education. There is a strong relationship between political instability and microfinance performance.

Income level: microfinance is less developed in areas with higher levels of income. This is because micro-entrepreneurs with higher incomes can self-finance through savings (Vanroose 2007). These micro-entrepreneurs may also easily benefit from informal sources of finance, such as family and friends, as well as through formal sources. Schreiner and Colombet (2001) argue that the higher wages earned by people in Argentina are accountable for the undeveloped nature of the microfinance system. Conventionally, one of the aims of microfinance is to include the excluded poor, meaning that microfinance should reach out to customers in poorer areas. Visualising ROSCA members in the Boyo division of Cameroon, the excluded poor will seldom participate in any financial activities, especially given the recurrent nature of political unrest. This is supported by the fact that there is little or no disposable income as a result of the little economic activity that takes place. The so-called “ghost towns” forbid entrepreneurs and petit traders to open their shops. Financial institutions and other kinds of commerce are only carried out once a week, giving rise to low-income levels.

To conclude, ROSCA users in north-west Cameroon believe that microfinance can improve the quality of their lives if the region is politically stable. However, there is so much anecdotal proof improves when they live in a stable environment and access financial services (Roodman, 2012). Policy makers in Cameroon have lessons to learn from the factors raised in this paper. Based on these results, policy makers should focus on improving governance and COBAC, the banking regulatory body, should revise laws to allow low-income earners to be accepted in mainstream banks. In the microfinance industry, governments with quality institutions generally have lower levels of poverty than their counterparts with poor quality institutions. However, this study is limited to only one region of Cameroon. Outcome could proof otherwise if the concept of political instability were to be examined in Cameroon as a whole.

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THE CONSEQUENCES OF FOBE [FLEXIBLE ORGANIZATIONAL BEHAVIOUR OF EMPLOYEES]

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ABSTRACT

Flexibility of organizational behavior of employees is most often treated as a homogeneous category, without taking into account differences in its form and scope. Assuming that such an approach over simplifies the complexity of organizational relations, the concept of FOBE is adopted in the work as a point of reference, in which, apart from flexibility in general terms, four types of detailed flexibility are distinguished: task, functional, temporal and spatial.

The paper presents a deductive model of analysis based on in-depth literature studies in management, psychology and sociology. The first part of the paper outlines the implications of flexibility in general terms identifying them as potential opportunities and threats in the perspective of employees and organizations. Particular attention has been paid to the challenges of contamination of the spheres of life and the resulting conflicts. The second part of the paper discusses the implications of the indicated types of flexibility of organizational behavior of employees. Such variation in description seems to be particularly important from the point of view of the analysis of the consequences, since it allows the identified effects to be assigned to specific categories and thus to be accurately identified.

Key Words: flexibility, organizational behaviour

INTRODUCTION

The new model of implementation of professional tasks causes that not only the character of the employee-organization relationship, but the whole space of human life is changing significantly. The current division into the professional and private spheres was perhaps somewhat contractual, but deeply rooted in the social tradition. Nowadays, the use of flexible organizational solutions has permanently changed the way we understand the place, the way and the time of work, making our employees' behavior ever more flexible.

Flexibility of the individual's behaviour in the workplace is most often considered as a homogeneous category, without taking into account the variability of its forms and ranges. However, such an approach seems to be over-simplified because flexible behaviour is manifested in different areas of the individual's functioning and, as such, carry many, often different consequences.

Carrying out such detailed analysis makes it possible to refer to the FOBE (Flexible Organizational Behavior of Employees) concept, which distinguishes four basic types of behavioural flexibility: task, function, temporal and spatial.

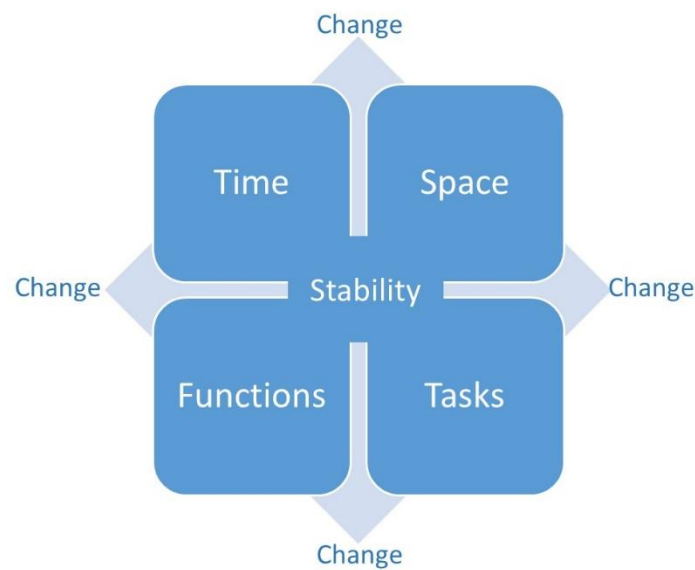
THEORETICAL BACKGROUND OF THE FOBE CONCEPT²

The concept of FOBE is based on the assumption that the flexibility of organizational behaviour of employees is polymorphous. The response of an individual to organizational changes can be manifested in a very varied, both qualitatively and quantitatively, manner. Literary research has allowed us to distinguish the most frequently mentioned manifestations of behavioural change, which were assigned to four categories (Figure 1).

Fig. 1 Model of analysis of changes in organizational behaviour of employees

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²The concept of FOBE, on which this paper is based, is presented in: K. Januszkiewicz (2017), *Elastyczność zachowań organizacyjnych pracowników. Koncepcja i metoda badań*. Łódź: Publishing House of University of Łódź, (in print).



Source: Own study

Based on the presented model, four basic types of flexibilities of employees' organizational behaviour were distinguished:

- Time flexibility - change of working time, manifested in the performance of work on the basis of non-standard forms of employment, with one or more employers, and / or in performance of work on the basis of atypical organization of working time (organizational time flexibility)
- Spatial flexibility - change manifested within the position (intra / inter- organizational) and / or place of work).
- Task flexibility - change in organization of the workplace manifested in the work content or method of work and / or functions and characteristics of the technological equipment.
- Functional Flexibility - change in employee's behavior, manifested in organizational roles and / or team roles.

Analysis of the consequences of flexible behaviour based on the concept of EZOP requires special attention. Addressing the subject so difficult and complex, one cannot escape from certain generalizations or simplifications. Therefore, it is worth pointing out at the outset the assumptions underlying their identification.

- The consequences of the flexibility of organizational behaviour of employees are both positive and negative.

In most cases it is very easy to decide whether a given organizational behavior is related to positive or negative consequences. Sometimes, however, the answer to this question is not so obvious. What is good for an organization does not have to benefit employees, and vice versa. There are, however, situations where the same solution brings the entity both the chances and threats. An example of such a situation is the use of temporary employment contracts by organizations, which reduce the cost of employment, but on the other hand they weaken the commitment and loyalty of the workers themselves. Therefore, when analyzing the flexibility of organizational behavior of employees, the relative nature of their consequences should be taken into account.

- The consequences of the flexible behavior of employees should be accounted for systematically.

Flexibility of the individual is not only reflected in employee behavior, but also in the way the organization functions, and eventually in the model of society. As in the case of introducing a flexible work organization, it changes not just the way of work in a given company, but, by influencing the employees' choices, it also modifies their family life. Therefore, pointing out the consequences brought about by the behaviour of an employee or organization, it should be remembered that it is some simplification, and the catalogue of entities affected by the change is not closed.

- The consequences of flexible behaviour should be considered in both the general and detailed perspective

The qualitative distinction between types of flexible behaviour in the FOBE concept leads in consequence to defining their specific effects. In the subject literature, the consequences of flexibility are being characterized in a general way limiting the causes to the non-standard forms of employment or organization of work (Nabe-Nielsen et al., 2012; Hicks and Klimoski, 1981; Machol-Zajda, 2008). Although these issues are considered to be extremely important and timely, in the era of such widespread and above all varied changes, it seems necessary to provide a certain complement to the specific characteristics of the different types of flexibility.

EVALUATION OF FLEXIBILITY IN THE PERSPECTIVE OF THE EMPLOYEE AND THE ORGANIZATION

According to what has been said before, the analysis of the consequences of the flexibility of organizational behavior of employees should be multi-threaded and take into account different perspectives. The most often indicated in the literature opportunities and threats of flexibility are (c.f. Sowińska, 2014; Jeleniewska, Chrościelewski and Opieka, 2008; Strońska, 2014):

- for organizations:

opportunities - reducing labour costs, increasing freedom to regulate employment, increasing the adaptability of the enterprise to market changes, the ability to efficiently adapt the state and structure of employment to changing needs, recruiting workers for specific jobs, delegating specific work outside the organization, acquiring knowledge / qualifications just in time, the knowledge that is needed immediately but only for a short time, easier access to employees with the desired qualifications and competencies, access to experts who know the local markets, better adaptation of employment to the current needs of the enterprise, facilitated verification of employees' competence before permanent employment decision, possibility of regular replenishment of the fixed body of the crew, limiting the spatial movement of people in favour of the data transfer

threats - lack of identification with the company of employees working on the basis of flexible forms of employment, tension between permanent and "flexible" workers, limiting the transmission range of the desired behaviour, the impeded process of cumulating "silent knowledge", resistance from trade unions, reduced protection of information that is company secret, deficit of desirable employees in the period of increased demand for work etc.

- for employees:

opportunities - possibility of higher pay, greater freedom in shaping the working time, greater autonomy in performing tasks, the sense of a stronger relationship between the effects of work and remuneration, greater opportunities in terms of changing employer, possibility to work for several employers at the same time, possibility of gaining more professional experience.

threats - reduced standards of social security, worse wage conditions, job insecurity, lack of professional stability, the risk of lack of continuity of work, and therefore, lack of

continuity of income, lack of identification with the company, isolation from the work environment, ignorance of legal regulations concerning flexible forms of employment, excessive workload due to the desire to earn higher income.

The presented summary clearly shows the relative nature of the consequences of flexibility. Even the deformatization of work organization, which is directly linked to increasing the autonomy of both the organization and the employee, entails another, not so positive consequences. Kossek, Thompson and Lautsch (2015), based on the analysis of the results of the studies into the costs of flexibility, indicate that flexible work organization reduces the number of physical contacts and contacts between co-workers, including between flexible workers and their supervisors, as well as with customers and the rest of the organization. In addition, people who use flexible work organization can feel isolated and excluded from the corporate community, and fear that working "otherwise", they reduce their chances of a professional career.

The risk of these problems is confirmed by the research conducted by Glass (2004), which shows that women who have benefited from flexible solutions offered by employers have experienced omissions in promotion and other negative effects (e.g. pay reduction), even if the company policy formally favoured flexibility. Similar conclusions were made by the team of Judiesch and Lyness (1999) when analyzing the career path of managers who have used non-standard solutions. In this case, also a decrease in salaries, a decrease in efficiency assessment and a "slowdown" of development were observed, with no gender differences - both for men and for women, the dynamics and cost range were similar.

Reducing the perspective of a worker solely to the analysis of the consequences of a professional nature should, however, be considered to be highly misused and simplistic. Flexible behaviours have consequences far beyond the sphere of work.

The transfer of occupational tasks to the home space makes a clear division between the work zone and private life zone disappear (cf. Strykowska, 2002) and their boundaries are blurring (work-home blurring) (Galinsky et al., 2011). The individual, remaining in the physical space of workplace attributes, stays at work also mentally. Desk, computer, documents - these are the elements that, after leaving the traditional work, used to be left in the office, and now they exert pressure and influence the employee also in his free time. This lack of physical and mental division makes the boundaries between the worlds more and more blurred. This argument is often raised as a benefit resulting from the transfer of work to home. As this provides an opportunity to take up work for previously excluded groups, such as mothers of small children, or people taking care of dependent persons. However, in these cases the costs associated with lowering the quality of life seem particularly high. The results of the studies show that crisscrossing of daytime roles can lead to conflicts manifested in both spheres (Schultz and Schultz, 2002).

A work - family conflict occurs when the requirements of one role impede or prevent the employee from performing another role (Greenhaus and Beutell, 1985). In the situation when the boundary between work and private life is blurred, the employee is consciously or not compelled to choose to what extent he or she will allocate his or her resources of time, attention and energy in one area, in opposition to the other. These are actions that are not always taken deliberately, with full awareness of the consequences, so the use of flexible organizational solutions often leads to tensions. Allen and the team when reviewing the studies noted that the analysis of this issue often have qualitatively distinct ranges. Therefore, he proposes to isolate the general category of work-family conflict, as well as, differentiating the direction of influences, to divide them into work interference with family (WIF) and family interference with work (FIW) (Allen et al., 2012). The results suggest that flexibility is related to the impact of work on family life, while such dependence has not been confirmed for the relationship between family life and work. This may be due to the reasons why employees choose to use

flexible solutions; as they most often want in this way to increase their commitment to realization of tasks connected with family life (Allen et al., 2012). Making this distinction has two main consequences. Firstly, it allows for a holistic analysis of the phenomenon, not limited to the impact of work on the home (employee perspective) or family factors on work (organization perspective). Secondly, it does not restrict the catalogue of influence only to negative or positive factors, leaving the freedom of evaluation.

Therefore, referring to the general category, the three main types of work-family conflicts are identified in terms of source: time-based conflict, strain-based conflict and behaviour-based conflict (Greenhaus and Beutell, 1985).

Time-based conflict can take two main forms. The first is behavioural - the time requirements associated with one of the roles physically prevent the fulfilment of the responsibilities associated with the second role (*physically not in place ...*). The second form is cognitive - the pressure attached to the role causes continuous preoccupation, making it impossible or significantly impeding the fulfilment of tasks resulting from the second role (*with thoughts in another life ...*).

Those who chose to work from home because it enables them to continue their current home duties, are particularly vulnerable to experience these dilemmas. However, this may lead to a situation where professional and private roles overlap. Conflict in this area must lead to the selection and re-evaluation of certain areas. The end result of these internal choices can be a source of frustration for the individual. Concentration on work can make the individual feel guilty of neglecting his/her loved ones. They would blame themselves for their possible shortcomings (e.g. lack of warm meal on time or being constantly available - accompanied by an internal narrative consolidating such an image - "*when I am at home I should take care of it*"). On the other hand, giving priorities to family roles can reduce the sense of professional value, competence and professionalism. In order to reduce cognitive dissonance, the individual perceives himself as less prepared and agrees with his own lack of competitiveness (Januszkiewicz, 2014).

Another type of conflict is strain-based conflict, which occurs when the tension caused by one of the areas significantly impedes the fulfilment of obligations in the other. Transferring stress and emotions from work onto family life can significantly reduce the effectiveness of free time spent with the family, as well as home problems can hinder timely fulfilment of obligations. A tension-based conflict is particularly threatening to employees with an uneven distribution of working time, where accumulation of responsibilities in one time can lead to undue burden and escalation of dysfunctional behaviour.

Behavior-based conflict occurs when specific patterns of behavior manifested in one of the roles are incompatible with the requirements of the second role. An example of this type of incompatibility may be a person who is involved in various organizational roles, e.g. a manager is often expected to be objective, relentless, distanced, but members of the team would like other behaviours (e.g. cordiality, support).

As mentioned earlier, interdependence between family and work is not limited to negative consequences. Each of these spheres can also be a source of positive impact and lead to enrichment, defined as the degree in which experience gained in one role improve the quality of life in another role (Greenhaus and Powell, 2006). In this case, the impact may also be bi-directional:

- When work experience positively affects the quality of family life (work to family enrichment), for example, positive emotions at work are "transferred" to the home;
- When family experiences improve the quality of life in professional sphere (family to work enrichment), for example by gaining self-confidence in non-professional projects and transferring this experience to work.

At the end of this part of the discussion, it is worth adding that the influence of flexibility on the "work - family" relations is not homogeneous. Individual types of behavior can increase or diminish the risk of contamination of these spheres. This is confirmed by the research conducted by Roeters and Craig (2014) on a sample of 1773 woman from Australia, the Netherlands, Germany, Sweden and the United Kingdom. Part-time workers were less likely to experience conflicts on the work-home line than full-time workers (Sweden was an exception). However, the importance of flexibility for reducing conflicts can be weakened when the boundaries between roles are blurred, as it is in the case of spatial flexibility, especially involving work from home (cf. Schieman and Young, 2010).

The discussion has so far concerned the work-family relation. In the context of flexible behavior, however, it is also worth to point out the dangers resulting from dysfunctional behaviours, which can be defined as *work-work conflict*.

The use of flexible organizational solutions often leads to the blurring of the boundaries between the roles that an employee performs, which may result in limitation of the clarity of the role (understood as the degree to which the individual's goals and responsibilities are clearly communicated, and the extent to which the individual understands the processes necessary to achieve them), and / or a conflict of roles (understood as the appearance of two such assignments of the role that compliance with one of them hinders (or excludes) the other).

This situation can take place within a single organization where, for example, the use of flexible structures implies the need to participate in the work of several teams in parallel, the performed organizational and team roles can be quite different, both in terms of content and formally. This entices the employee to make a choice which, with limited resources (e.g. time), becomes extremely difficult.

A different category of „work - work" conflict is the situation when an employee using non-standard forms of employment provides work simultaneously for several entities. All the above-mentioned conflict types (based on time, strain and behaviour) can occur here. Similarly, the value and direction of the influence of different roles is diversified here. Multi-employment can bring both benefits and losses not only to the employee but also to the employer. It can be assumed that an employee of one organization, while performing work for another, uses not only his knowledge and skills, but also his acquired professional experience. On the other hand, however, preoccupation with the tasks of not necessarily current employer is possible. In addition, in the case of temporary workers, it is unlikely that they will comply with the culture of the organization; they are more likely to transfer their habits from their primary job.

CONSEQUENCES OF CHOSEN TYPES OF FLEXIBILITY OF BEHAVIOUR

It should be stressed that there are individual differences in terms of interactions between the professional and non-professional spheres. The "permeability" of the boundaries and extent of influence depend in part on the specific preferences of the individual and the choices he makes by giving his actions priorities, and in part - on the nature of the work itself and its organization (Asforth, Kreiner and Fugate, 2000). At the end of this part, it is worthwhile to make some kind of detailing of the consequences, assigning them to the particular categories of flexible behavior distinguished in the FOBE concept.

With regard to task flexibility, the most symptomatic dangers are related to the frequency of task changes, which limits the ability to gain practice in performing particular tasks. This can lead to losing specialisation and a sense of lack of professionalism. On the other hand, task flexibility allows for horizontal development, reduces monotony at work, and provides an opportunity to "try out" oneself in different areas of work before making a final professional declaration.

Functional flexibility can lead to the already mentioned conflict of the roles, or their contamination. On the other hand, an employee who often performs various roles

(organizational and teamwork) is practicing performing these roles, gaining the skills, which allows him to adapt to the situation (the possibility of greater or lesser involvement, depending on preferences).

The category of the most diverse consequences is time flexibility. The variability of working time may have its cognitive-behavioural correlations on the one hand (e.g. behavioural and cognitive costs of work outside the natural rhythm of day and night, deregulation of external synchronizers), and socio-psychological correlations on the other (e.g. the shifting of working hours onto free time). However, it appears that, despite such severe restrictions, employees are eager to use these solutions because of the opportunity to adjust their working time to other obligations, to combine professional and non-professional roles (e.g. looking after children or other dependents). Self-organization of working time allows for autonomy and tuning of activity from different spheres of the individual's life.

In terms of spatial flexibility, it is worth to distinguish two separate components: professional and non-professional. Changes of the place of residence not only impede the daily organization of family life, they also adversely affect the stability of social support that an individual may receive from his / her immediate surroundings. On the other hand, such a change allows one to become independent of that support, and through the development and learning of the new environment to re-define oneself.

The examples mentioned above clearly show that, as in the case of deliberations on flexibility in general, in relation to sub-categories, a given category of behaviour entails also the potential opportunities and threats. Sometimes these are just two sides of the same coin. As with spatial flexibility, where an individual due to frequent workplace transitions loses the ability to build a strong social support network, but at the same time, it can be an advantage because he or she relieves his or her professional functioning from relationships with others. Likewise, changing tasks can reduce the quality of their realization, but at the same time it can bring benefits of improvement as it allows for the transfer of new experiences from other tasks and positions, as well as a better understanding of the purpose of individual tasks by acquainting with the whole process (Kasiewicz et al., 2009).

CONCLUSION AND IMPLICATIONS

It must therefore be assumed that the mere assignment of the consequences of the behaviour is contractual in nature; its purpose is not so much to limit the catalogue but to indicate the most characteristic effects for a given category. Relational evaluation of the consequences of flexibility is also revealed in the rhetoric used to describe it. An example of such an approach may be the identification of the need, resulting from the new forms of employment and work, to "replace security with a wealth of opportunities, dependency - with freedom, routine - with variety" (Gableta, 2003).

At the end of this part of the discussion, it is worth noting that the lack of clarity in the assessment of the consequences of flexible behaviour indicates the existence of a paradox. In the era of such a strong and varied pressure of the environment, both the lack of flexibility and the hyper-elasticity of behaviour may be dysfunctional for the individual. The failure of an individual's response to change can lead, among other things, to a loss of timeliness of competence, over-dependence on one organization / one employer, or to behaviouralisation of conduct. Similarly, too frequent and / or too deep changes may prevent proper functioning in the occupational space, limiting both the possibility of professionalization and the achievement of an optimal level of competence. Thus, the maximum level of flexibility is not the same as the optimal level determined by the correct adaptation process. Hyperactivity, or too fast reaction to change, or reaction to a change low in intensity, may both distort this process, leading to pathology.

Similarly, in accordance with the premise underlying FOBE concept, uni-flexibility, or disposition for the change of behaviour in all areas (occupational, functional, temporal and spatial) should be defined as dysfunctional behavior that disturbs the normal course of career.

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DILEMMA OF DIRECT REBOUND EFFECT AND CLIMATE CHANGE ON RESIDENTIAL ELECTRICITY CONSUMPTION IN PAKISTANSHAHZAD ALVI¹, ZAFAR MAHMOOD² AND SHAHZADA M. NAEEM NAWAZ³**ABSTRACT**

Energy efficiency improvements owing to technological progress in the energy-using appliances and equipment lower effective price of energy services and, in turn, result into behavioural ex-post increase in the consumption of energy. Thus, on net basis technological progress negatively influences the effectiveness of energy efficiency and circumvent the effects of environmental sustainable policies. This study is the first of its nature in Pakistan that estimates the magnitude of direct *rebound effect* in residential electricity consumption. Using the time series data from 1973 to 2016, we apply co-integration econometric technique and error correction model to analyse the direct rebound effect. The results indicate that the magnitude of direct rebound effect is 69.5 percent in the long run, while 42.9 percent in the short run. Further, impact of climate change on electricity consumption is examined. The results indicate that consumption of energy is increasing in both short run and long run under climatic changes. These findings suggest that the Government of Pakistan needs to consider rebound effects along with climatic changes in formalizing its energy policies.

Key Words: Direct Rebound Effect, Climate Change, Energy Efficiency, Residential Electricity Consumption

INTRODUCTION

Since the emergence of oil price shock in 1973, the world has put its efforts to develop energy efficient technology to reduce energy consumption and decreasing reliance on most expensive source of energy, that is, crude oil. It also had damaging effects for the macroeconomic performance of oil importing countries. Global acceptance of access to affordable, reliable, sustainable and modern energy for all as one of the Sustainable Development Goals can be presented as a case. However, with the decrease in per unit price of energy service, due to improvements in energy efficiency, there are chances of demand of energy not decreasing by the same proportion due to extra energy consumption. It was first pointed out by William Stanley Jevons in the 19th century. He argued that improvements in energy efficiency of steam engines in United Kingdom cannot decrease the coal consumption. The roots of this argument lie in consumer theory. The energy efficiency improvements lead to change in relative prices of various available energy services and increase in the real income of consumer. Therefore, due to the involvement of substitution and income effects after the improvement of energy efficiency, energy consumption may not decrease with the same proportion, which is termed as *energy rebound effect* in the energy literature. It thus calls for need to capture the energy rebound effect for effective policy making.

Reducing carbon emissions and energy consumption are primary concerns for most governments and energy policymakers around the globe. In this context, intensive efforts have been intended towards evolving sustainable use of energy that is coherent with climate change mitigation and energy security. Promotion of energy efficiency is most adopted policy

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approach or option to achieve these objectives. Program launched by the government of Pakistan as Tranche-I is such an example to reduce electricity consumption at household level. However, energy consumption has grown rapidly and continuously in Pakistan despite taking policy initiatives to stimulate energy efficiency. Potentially, energy efficiency improvements from technological progress in the energy-using appliances and equipment lower effective price of energy services and behavioural ex-post increase in the consumption of energy (Sorrell, 2007). Thus, on net basis technological progress negatively influences the effectiveness of energy efficiency and environment sustainable policies.

The case of Pakistan is also interesting due to ambiguous tariff structure and heavy provision of subsidies to the energy consumers, and demand supply gap as its structural facts. Furthermore, rebound effect and climate change effect are not considered in forecasting energy demand and policy making that leads to unsustainable environment and energy. Khazzoom (1980), Saunders (2000) Bentzen (2004), Sorrell, Dimitropoulos and Sommerville (2009) have highlighted the importance of energy rebound effect. The magnitude of rebound effect in household sector is extensively studied by Dubin, Miedema and Chandran (1986), Nesbakken (2001), Wang and Lu (2014), Wang, Han and Lu (2016) Zhang and Peng (2017). These studies identify the short run and long run magnitudes of rebound effect in household sector. However, the literature is deficient on investigating the energy rebound effect in household electricity consumption in Pakistan. Therefore, this study aims to examine the magnitude of direct rebound effect and the impact of climate change on residential electricity consumption in Pakistan. Using the time series data from 1973 to 2016, we apply co-integration econometric technique and error correction model to analyse the direct rebound effect.

This study is organized as follow: Section 2 presents the methodology on direct rebound effect, energy prices and energy consumption, and role of climate change in energy consumption. Section 3 discusses the empirical model. Section 4 analyses the results, and section 5 concludes and gives policy suggestions.

METHODOLOGY AND DATA

Direct Rebound Effect, Energy Prices and Energy Consumption

Energy rebound effect defines the relationship between energy consumption and energy efficiency. It is based on the theory of utility. The main cause of energy rebound effect is an improvement in energy efficiency that primes to a decrease in the cost of energy services, which ex-post increase the consumption of energy. The service cost of energy can be expressed as

$$P_s = \frac{P_E}{e} \quad \dots (1)$$

where, P_E is price of energy, such as cost of electricity per unit. P_s is price of energy service and e is energy efficiency or useful energy service provided that $e = \frac{S}{E}$, such as S represents an energy service (e.g. lighting, space heating or cooling), E denotes the energy demand that provides energy service. Equation (1) is indicating that increase in energy efficiency decreases the real cost of energy service (P_s).

By following Saunders (2000), the change in energy consumption due to energy efficiency is defined as elasticity of fuel use or energy conservation, which is as follow:

$$\eta_e = \frac{d \ln E}{d \ln e} \quad \dots (2)$$

where, η_e is the efficiency elasticity of energy use. The rebound effect (RE) is defined as

$$RE = 1 + \eta_e \quad \dots (3)$$

If $\eta_e = -1$ and so $RE = 0$ (no rebound), it is indicating one for one reduction, in other words 1 percent increase in energy efficiency causes to reduce energy consumption by 1 percent. If fuel is reduced by half of energy efficiency gain, $RE = 0.5$ (50% rebound effect), It is indicating that 1 percent increase in energy efficiency is reduced only by half of energy consumption instead of 1 percent. When $RE < 1$, it is called partial rebound effect. If $RE = 1$, it is called 100 percent or full rebound effect. It is indicating that 1 percent increase in energy efficiency has failed to reduce the consumption and people start consuming as more as they are saving from efficiency improvement. Backfire occurs when $RE > 1$ (greater than 100 percent Rebound effect), fuel use increases because of a fuel efficiency gain. Similarly, “super conservation” happens when $RE < 0$, it indicates that one percent increase in energy efficiency reduces more than one percent of energy use.

It is difficult to calculate the energy efficiency (e), the energy rebound effect is often estimated from the price elasticity of energy consumption (Saunders, 2005; Sorrel 2007). Many economists used price elasticity of energy consumption to calculate the energy rebound effect as follow:

$$RE = -\eta_{Pe} \quad \dots (4)$$

where, η_{Pe} is the price elasticity of energy consumption. When we use the above method to estimate energy price elasticity, the premise is to decline in the price of energy. However, prices are fluctuating (Wang, Lu and Wang 2014). To solve this problem, Dargay (1992) and Gately (1993) and Gately and Huntington (2002) decompose the price into maximum, rise and fall of energy prices. Bentzen (2004) indicated that coefficient of fall in price represents the rebound effect. Thus, price decomposition is defined as:

$$P_{E_{it}} = P_{E_{it}}^{max} P_{E_{it}}^{cut} P_{E_{it}}^{rec} \quad \dots (5)$$

where, $P_{E_{it}}$ is the price of energy in the history, $P_{E_{it}}^{max}$ is the highest price in the history, $P_{E_{it}}^{cut}$ is price fall and $P_{E_{it}}^{rec}$ is price rise or recovery in the history. In which

$$\begin{aligned} P_{E_{it}}^{max} &= \max\{P_{E_{i1}}, P_{E_{i2}}, \dots, P_{E_{it}}\} \\ P_{E_{it}}^{cut} &= \prod_{m=0}^t \min\{1, ((P_{E_{im-1}}^{max} / P_{E_{im-1}}) / (P_{E_{im}}^{max} / P_{E_{im}}))\} \\ P_{E_{it}}^{rec} &= \prod_{m=0}^t \max\{1, ((P_{E_{im-1}}^{max} / P_{E_{im-1}}) / (P_{E_{im}}^{max} / P_{E_{im}}))\} \end{aligned} \quad \dots (6)$$

For example, Figure 1 depicts natural log of average residential electricity price in Pakistan from 1973 to 2016 and Figure 2 depicts the decomposition of the average electricity price in Pakistan from 1973 to 2016. Taking the log of Equation (5) yields:

$$\ln P_{E_{it}} = \ln P_{E_{it}}^{max} + \ln P_{E_{it}}^{cut} + \ln P_{E_{it}}^{rec} \quad \dots (7)$$

Climate and Energy Consumption

Energy consumption variates in response to climatic change, the consumption of energy is increased in the cooling and heating days. Kadioglu and Zakai (1999) and Wang, Lu and Wang (2014) calculated the heating degree days (HDD) and cooling degree days (CDD) as follow:

$$\begin{aligned} HDD &= \sum_{m=1}^{12} (1 - D)(T_{BHDD} - T_m) M \\ CDD &= \sum_{m=1}^{12} (D)(T_m - T_{BCDD}) M \end{aligned} \quad \dots (8)$$

T_m is the average monthly temperature; T_{BHDD} represents base temperature of the heating degree day; T_{BCDD} , the base temperature of CDD; $D = 1$, if average monthly temperature is higher than the base; otherwise, $D = 0$. Jamil and Ahmed (2011) have taken 12° as base temperature of the heating degree day and 24° as base temperature of cooling degree day in case of Pakistan. The degree days’ value in a year is calculated by adding HDD and CDD.

$$DD = HDD + CDD \quad \dots (9)$$

Data Sources

This study uses the data from 1973-2016 to examine the dilemma of direct rebound effect and climate change on residential electricity consumption in Pakistan. It takes residential electricity consumption and price data from National Transmission and Despatch Company (NTDC), Pakistan. The data of temperature to calculate the cooling degree days and heating degree days are obtained from Climate Change Knowledge Portal, World Bank. The data of population and per capital GDP are taken from World Development Indicator (WDI).

Figure 1: Trend of Log Residential Electricity Prices

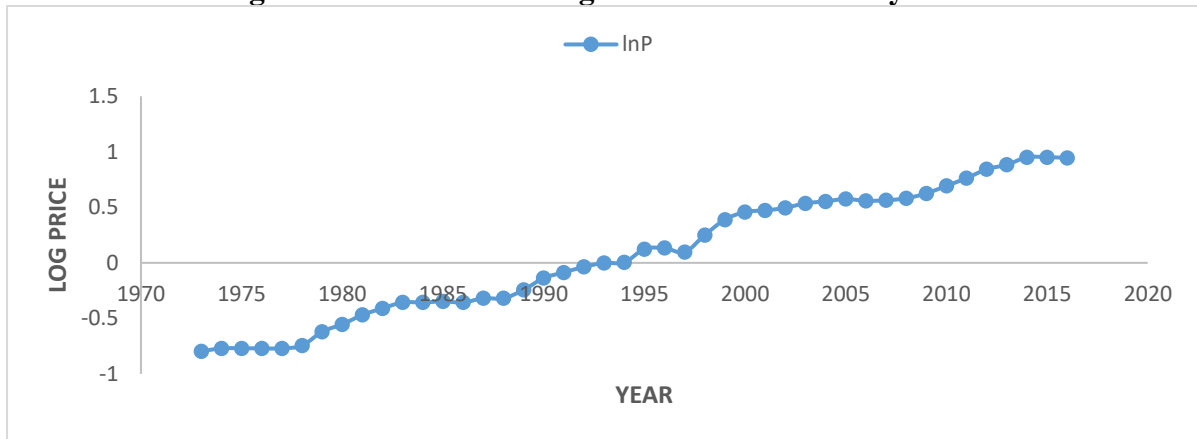
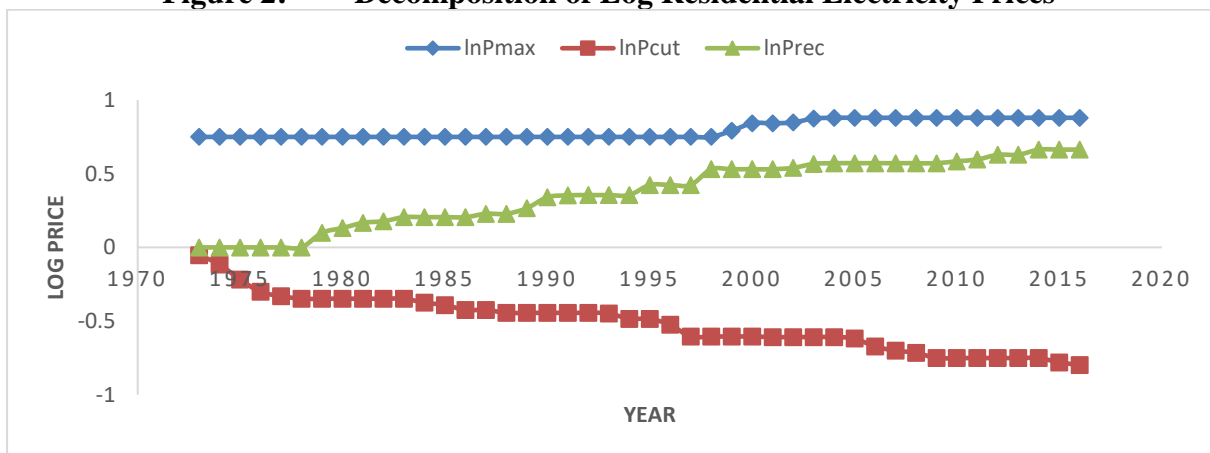


Figure 2: Decomposition of Log Residential Electricity Prices



EMPIRICAL MODEL

Error Correction Model

Electricity demand can be illustrated between long and short run demands. In the short run, there is no or less adjustment for electricity equipment purchasing, especially in the residential electricity consumption. Residential electricity has less substitutability and its price is inflexible. In the long run, consumers can adjust their consumption, either by changing their behaviours, as well as they can buy more efficient appliances in the future. In the long run price inclines to be elastic. Therefore, research on electricity demand must consider the short run and long run dynamics separately, as argued by Dergiades and Tsoulfidis (2008) and Athukorala and Wilaon (2009). To differentiate short run and long run price elasticity

variations in residential electricity consumption, an error correction model (ECM) is better measure to evaluate direct rebound effect. ECM is used to estimate short run elasticities.

ECM is a precise econometrics model, which uses a long run co-integration equation as an instrument variable to solve the spurious regression problem. This study takes the short run price-cut elasticity as the short run energy rebound effect. The relationship between the residential electricity consumption (E_t) and explanatory variables, such as the decreasing electricity prices ($P_{E_t}^{cut}$), prices recovery ($P_{E_t}^{rec}$), price maximum ($P_{E_t}^{max}$), population growth (POP), heating degrees' days (HDD), cooling degrees' days (CDD) and per capital GDP (PGDP) is as follow

$$\ln E_t = \alpha + \beta_1 \ln P_{E_t}^{max} + \beta_2 \ln P_{E_t}^{cut} + \beta_3 \ln P_{E_t}^{rec} + \beta_4 \ln POP_t + \beta_5 \ln DD_t + \beta_6 \ln PGDP_t + u_t \quad \dots(10)$$

According to the co-integration analysis, we shall establish that there is a long run equilibrium relationship between the dependent variable and explanatory variables. To offset the deficiency of the long-term statistical model, we construct a short-term dynamic model to reflect the correction mechanism for the short run equation deviating from the long run. So, from Equation (10), we can obtain the residual series as follows:

$$\hat{u}_t = ecm_t = \ln E_t - \alpha - \beta_1 \ln P_{E_t}^{max} - \beta_2 \ln P_{E_t}^{cut} - \beta_3 \ln P_{E_t}^{rec} - \beta_4 \ln POP_t - \beta_5 \ln DD_t - \beta_6 \ln PGDP_t \quad \dots(11)$$

Equation (11) is taken as error correction. Then the short-term estimations are obtained through ECM as follow:

$$\Delta \ln E_t = \gamma_1 \Delta \ln P_{E_t}^{max} + \gamma_2 \Delta \ln P_{E_t}^{cut} + \gamma_3 \Delta \ln P_{E_t}^{rec} + \gamma_4 \Delta \ln POP_t + \gamma_5 \Delta \ln DD_t + \gamma_6 \Delta \ln PGDP_t + \gamma ecm_{t-1} + \varepsilon_t \quad \dots(12)$$

The negative value of the coefficient for price-cut parameter ($-\gamma_2$) is the magnitude of direct rebound effect. It is negative price elasticity of energy consumption/demand in the improvement of energy efficiency, ecm_{t-1} is the deviation from long term equilibrium in the previous period, ε_t is random error term and the series with differences is indicating the volatility of the variable.

RESULTS AND DISCUSSION

Unit Roots

There are many methods for time series unit root test and each of them has its own uniqueness. In order to get precise results, this paper has used Augmented Dickey Fuller (ADF) and Phillips Perron (PP) unit root tests for each variable. The results of unit root test are shown in Table-1. Both tests indicate that all variables are integrated of order 1 except DD, which is stationary at level.

Table 1: Results of unit root test

Variable	Augmented Dickey Fuller test	Phillips Perron test
ln E	0.034502 (0.6878)	2.254851 (0.9933)
Δ ln E	-4.513173 (0.0008)	-3.609769 (0.0006)
ln P ^{max}	-1.119353 (0.6988)	-0.357105 (0.9073)
Δ ln P ^{max}	-1.869881 (0.0593)	-4.115770 (0.0024)
ln P ^{cut}	2.973159 (0.9990)	-2.368141 (0.1565)
Δ ln P ^{cut}	-3.859361 (0.0050)	-3.783007 (0.0061)
ln P ^{rec}	-1.060200 (0.7228)	-1.078989 (0.7156)
Δ ln P ^{rec}	-6.473486 (0.0000)	-6.473553 (0.0000)
ln POP	1.004990 (0.9140)	0.119235 (0.9965)
Δ ln POP	-4.345032 (0.0071)	-4.286916 (0.0081)
ln PGDP	-1.456670 (0.5457)	-1.359003 (0.5933)
Δ ln PGDP	-5.433398 (0.0000)	-5.405213 (0.0001)
ln DD	-4.231395 (0.0005)	-4.233398 (0.0005)
Δ ln DD	-6.331391 (0.0000)	-6.191399 (0.0000)

Δ represent the first order difference. The value in the bracket represent P-value

Long run results

The co-integration results are shown in Table 2. The negative value of the estimated parameter coefficient for price-cut is indicating the magnitude of direct rebound effect in the long run, which is 69.5 percent. Whereas, the increasing degree days cause to increase the energy consumption. Results indicate that one percent increase in DD causes to increase 0.29 percent electricity consumption in the long run. The coefficient of population (pop) is 0.49, which indicates that one percent increase in population causes to increase 0.49 percent in the demand of residential electricity consumption. The coefficient of per capital GDP (PGDP) is positive but insignificant in the long run.

Table 2: The results of long run co-integration equation

Variable	Coefficient	t-Statistics	Prob.
ln P ^{max}	-0.708191	-3.578260	0.0010
ln P ^{cut}	-0.695990	-4.531351	0.0001
ln P ^{rec}	0.210441	1.751940	0.0883
ln POP	0.499001	1.981891	0.0564
ln PGDP	0.058249	0.386365	0.7019
ln DD	0.298919	2.269315	0.0345
C	4.776373	8.939179	0.0000
Adjusted R-squared	0.978157		
Durbin Watson stat.	1.746299		
F-statistics	740.3367		

Short run results

The short run results are shown in Table 3. The negative value of the estimated parameter coefficient for price-cut indicates the magnitude of direct rebound effect in the short run, which is 42.9 percent. Whereas, the increasing degree days cause to increase the energy consumption in the short run. Result indicate that one percent increase in DD cause to increase 0.31 percent energy consumption. Growth of population and per-capital income also cause to increase the consumption of electricity in the short run. The coefficient of population is 0.29 indicating that

one percent increase in population causes to increase 0.29 percent in electricity consumption in the short run. Similarly, the one percent increase in income per-capita causes to increase the 0.47 percent increase in the electricity consumption in residential electricity consumption in the short run. The coefficient of ecm_{t-1} is -0.48, which indicates that the speed of adjustment to reach the equilibrium at current period. It is negative and significant at 1 percent level.

Table 3: The results of Error Correction Model

Variable	Coefficient	t-Statistics	Prob.
$\ln P^{\max}$	-0.886699	-4.110515	0.0002
$\ln P^{\text{cut}}$	-0.429522	-3.767862	0.0006
$\ln P^{\text{rec}}$	0.298274	1.483679	0.1464
$\ln \text{POP}$	0.298919	1.610003	0.1157
$\ln \text{PGDP}$	0.472901	6.386365	0.0000
$\ln \text{DD}$	0.317321	1.902371	0.0716
ECM_{t-1}	-0.489734	-3.277600	0.0038
Adjusted R-squared	0.997447		
Durbin Watson stat.	2.300335		
F-statistics	411.2422		

CONCLUSION

The results indicate that the magnitude of direct rebound effect is 69.5 percent in the long run, while 42.9 percent in the short run. Further, impact of climate change on electricity consumption is examined by paying special attention of cooling degree days and heating degree days wherein both degree days increase the use of electricity consumption. Growing level of income and population growth are also playing a significant role to increase energy consumption. The results are indicating that consumption of energy is increasing in both short run and long run under climatic changes. Like other developing countries, direct rebound effect prevails in Pakistan with high magnitude in the long run and short run as well. However, magnitude of rebound effect is higher in the long run as compared to short run. This may be because of unmet demand of electricity services in Pakistan wherein elasticity of demand due to effective price changes is high. The other reason can be the increasing wealth of households, which leads to greater demand of electricity due to increasing use of electric appliances in the long run.

The results also depict that with the increase in income level of households, demand of electricity rises. Population is also very important factor to consider in forecasting electricity demand, which do impact the policymaking as suppressed forecasting may lead to inappropriate or insufficient planning to ensure reliability of electricity supply. The evidence provided in the paper suggests that government of Pakistan should consider rebound effects along with climatic changes and population growth in formalizing its energy policies to achieve energy and environmental sustainability. Reliance on coal and other fossil fuels for electricity generation can be a point of concern to meet prevailing demand supply gap in the country but for the short run only. As a matter of long run policy, the government of Pakistan should also put emphasis on appropriate policy making and regulatory reforms to attract investment in the environmental friendly sources of electricity production, that is, renewables. This is how environmental and energy sustainability can be reasonably ensured.

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NORTH AFRICAN ACROBATS TO THE WEST: TOWARDS AN ARCHIVAL MEMORY AND OCCIDENTALIST COUNTER LITERATURE

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ABSTRACT

Though hidden in plain sight and aesthetically relegated to the margin of history, North African acrobats to the West are critical terrains that shift the spotlight downwards, signal new versions of the inscription of Otherness and recreate the absent/present agency of North African acrobats as active interlocutors and ‘dissenting voices’. They remain valuable archival material that challenge the orientalist orthodoxies and Western clashing tropes in particular; they are emphatically alter(native) discourses of difference that run counter the binary mainstream trope and the fixed taxonomy of East vs West. My particular interest is in Hassan Ben Ali’s Troupe, Zahra Kader’s experience in America and Zahra Ben Tahar’s conception of otherness. These North African acrobats have various and culturally inspired accounts. I argue that these acrobatic experiences formulate a parallel occidentalist discourse that tries to create a counter-discursive narrative or rather a North African ‘voyage in’. It shows how they have turned into examiners and eye-witnesses from within Western contexts. Using a postcolonial micro-historicist approach, this paper aims at undermining both the orientalist discourse and the occidentalist thesis premised upon Hassan Hanafi’s *Muqaddima fi Ilm al-Istighrab (An Introduction to Occidentalism)*.

Key Words: Orientalist orthodoxies 1, binary mainstream 2, occidentalist discourse 3, active interlocutors 4, Occidentalism 5.

INTRODUCTION

Quite an interesting amount of thriving literature, sought to chronicle Western presence in the Orient, had an undeniable impact on shaping, constructing and framing the image of the Oriental Other. Writing on the Orient as subject of study, lending its self into being culturally represented, gave rise and free rein to aesthetically homogenizing and reductionist views, varying across a wide spectrum of genres, such as cinema, literature and travel writing. With various and oscillating degrees of hostility towards the different Other, the Orientalist vision, as maintained by Said (1978), predicated much on the essentialist premise than on a direct cultural encounter, shrouds the question of otherness within normalizing, formulaic and clashing tropes. It is just until very recently that interest has been given to Muslims’ representation of the West. Extensive academic research was on Western representation of the East, be it in fiction, anthropological studies or cinema. The Orientalist vision dominated the eighteenth, nineteenth and the twentieth centuries.

Said (1978) stresses also that writing on the East as subject of study generated a series of stereotypes and tropes, ranging from a strong condemnation of the natives’ culture to an admiration of their exoticism and ‘exceptionalism’. He explains that an admiration of the natives’ culture stems from the very fact that it represents something lacking in the West and its condemnation is best attributed to backwardness and ‘pastness’. Against such mundane orientalist vision that relegates the natives to the margin and essentializes them within fixed adamant taxonomies, the alter(native) discourse of difference in North African acrobats’ accounts runs counter this validated orientalist thesis. This is in fact the other version of the

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dyad that aims at re-reading the orientalist discourse against its emanating source. My article arrests its concern to the study of North African acrobats' experiences in Western circuses, starting from the mid-nineteenth century, focusing on Hassan Ben Ali's Troupe, Zahra Kader's experience in America and Zahra Ben Tahar's conception of otherness.

The rationale behind this choice could be as follows: first, much critical focus has been on Arab representation of the West without any single allusion to the fact that North African acrobats' accounts subscribe to the Occidentalist vision of the West beyond the orthodoxies of orientalist discursive practices. Second, to define Occidentalism on the basis, as Hanafi (2000) claims, of cultural animosity, antagonism, and clashing signifiers is to deny degrees of cultural cross-over and criss-crossing between the Islamic Self and the Christian Other and reinstall the same fetishized and epistemic hierarchies. Enmeshed in their historical junctures, nature of acrobats' experiences and their religious and cultural background, these accounts are critical terrains to attest to the fact that Occidentalist discourse is heterogeneous and ambivalent. It is worth noting that North African acrobats' cultural rendezvous with the Western Other is a counter-consciousness to both Lewis's (1982) belated version of orientalism and Hanafi's (2000) nationalistic and binary premise.

LITERATURE REVIEW

In his book *Muslim Discovery of Europe*, Lewis (1982) claims that Muslim travelers, after the Crusades, showed no intrinsic curiosity to get more enlightened about the secrets of the infidel Other. Muslim travelers were riveted to their curatorial vision, celebrating their pride, bravery and pomposity. He goes so far as to allege that this lack of curiosity is ascribed to the general abstractions and the conclusions that Muslims drew about a remote-in distance- Occident. In this vein, Lewis (1982:415) states:

Even the rapid growth of commercial and diplomatic relations with Europe after the Crusades seems to have evoked no desire to penetrate the secret of the mysterious occident, as may be seen from the scarcity and vagueness of information about Europe in the late Medieval Chronicles, even in the manual of chancery scribes.

Bernard Lewis sets the seal on Muslims' lack of interest in the Occidental knowledge and draws barricades between the Occident/Orient, following the recurrent paradigmatic binarism of orientalist discourse. General abstractions and vague information, according to him, foster Muslims' mutiny to investigate the Occidental culture. His use of such luring word "mysterious" suggests that, and in order for an Eastern culture to be acknowledged, the East must converge to the Eurocentric referential culture to discover its wonders and mysteries. More provocatively still, the Occidental and the Oriental cultures are put at odd; the first is known for its wonders and mysteries and the second is frozen in 'pastness' and parochialism. The image that Bernard Lewis tries to perpetuate and validate is an Islamic culture that calls for war instead of cross-cultural dialogue and engagement. Henceforth, the main argument of Bernard Lewis is to confirm the Muslims' lack of interest in the Occidental culture and to curtail Islam to a religion of contention and fervor.

On another level, Nabil Matar's response to the Lewisian theory has come at the right juncture to dissolve and neutralize the fact that Muslim travelers lacked interest in the Christian other's culture and civilization. Matar (2009) highlights the very idea that Muslim travelers were eye-witness reporters and from within – immediate onlookers. They showed not only their interest in exploring the Other's culture, but, more importantly, a diametrical glorification and valorization of the Other's civilization. Muslim ambassadors were not just passing-by individuals, but they decided to stay in and decipher from within the Christian world. Matar's *Europe through Arab Eyes (1578-1727)* invites us to see the great exuberance that Arab travelers did show while investigating the Other's cultural realms. In this trajectory, Matar (2009:99) states:

Although he and other ambassadors realized that they were in unfamiliar, and not always friendly, territory, they did not see themselves in enemy land. Nor did they feel that they should not enjoy themselves: actually, many relished the social interactions, the dinners and the galas.

Nabil Matar demystifies the Lewisian approach by giving viable instances that show the deep engagement of Arab travelers with Western civilization. This interaction surfaces the very fact that Arab travelers were active participants without any sense of hatred or pre-fixed tablets of infidelity. They, to use Deleuze's concept, de-territorialized their culture and rendered the Other's context familiar to them. The Other's land was neither a territory of the dwelling infidels nor an un-ubiquitous sphere of enemies. They rejoiced the convivial moments and expressed their admiration of Western civilization. That azure of cultural contact made them re-consider their cultural habits and rituals. Having dinners with Westerners and attending festivals tell us much more about the internal curiosity and the intrinsic desire to imbibe from the Other's cultural staples. Arab travelers have managed to demystify images of hesitation held about them. The other's space becomes a site for cultural negotiations, contestation and cross-cultural fertilization. Matar's project gives credit to Arab travelers and makes their voice decipherable, heard and listened to. It exhumes their archives from amnesia and makes them valuable material to be deployed in the analysis of cultural encounters.

Nabil Matar's contribution to the archival of Arab travelers' memories and journeys covers an early period that spans from the late sixteenth century up to the turn of the eighteenth century. This tremendous interest in Arabs' journeys suggests his straightforward commitment to the fact that Arabs have, throughout history, been culturally and politically in contact with Europe. Be they travelers, ransomers, captives or traders or envoys, Arabs have established routes of alliances with Christendom. West the not deny the fact that these Islamic travel accounts should not be detruncated from the historical conditions, geographical dimensions, travelers' personal background and the nature of the travels' missions they are enmeshed in. My major assumption is that the Muslims' views of the Christian Other vary across the aforementioned parameters. Their views are complex, ambivalent and heterogeneous. They cannot be pinned down to one single monolithic discourse, entailing the Other's acceptance. Their views of the West are marked by Mahabba (affection) (Matar, 2009) as well as discursive patterns that refute the Other's excellence in earthy sciences. I will try to show how both Bernard Lewis and Nabil Matar overlooked some workable elements that enrich Muslims' travels to the West.

Beyond this orientalist discourse that draws demarcations between East and West as two entities put at odd, Occidentalism as an alternative discourse of difference tries to foster another form of representation that runs counter the orientalist one. In his book *Moqadima Fi Ailm AL Istighrab (An Introduction to Occidentalism)*, Hassan Hanafi traces the emergence of Occidentalism as a science that attacks the process of Westernization. In this sense, Hanafi (2000: 19) states

Occidentalism was developed to attack Westernization, which has strong influence not only on our cultural life and imagination of the world but also on our daily practices, purity of language, artistic productions and all aspects of life. Each Arabic word makes up for its semantic lacunas by being added to another Western word or rather by transferring some French words to the Arabic ones. Thus, the standard Arabic has lost its meaning and overlapped with dialect.

It becomes clear that Hassan Hanafi focuses on Occidentalism as a new form of Westernization and a counter-narrative that stresses local national values. He re-installs binarisms in the sense that most of Western cultural influence brought the Arab states to a state of asunder. Hassan Hanafi's main attempt is to see degrees of Western cultural influence on the Arabs' national values and heritage; from a purely nationalistic perspective, he sees the

West as a form of cultural domination that has radically changed the linguistic domains and architectural designs. He (Hanafi, 2000) goes so far as to suggest that Occidentalism is a form of ‘alienation’ that strips Arabs’ cultures of their local specificities and values. Occidentalism for him is a counter discourse that tries to subvert the colonial cultural legacies and relocate agency on the basis of an anti-Western discourse; Western cultural influence has to be challenged from within Arabs’ cultural context through stressing national values and turning the West into a subject of study. In this sense, Hanafi (2000: 100) claims that ‘the Islamic thought gives example of how we should preserve our identity against any form of alienation. The Quran has forbidden alliance with the enemy and the tendency to win his trust’. Thus, relying upon religious maxims, Hassan Hanafi sees Western cultural influence as a form of alienation that stripped Arabs’ culture of its ‘authenticity’.

Based on a strong nationalistic view, Hassan Hanafi sees in Occidentalism a way of undoing Western hegemony and domination. Limiting the scope of Western cultural legacies is what Hassan Hanafi is interested in. He considers Occidentalism as a science that sets the seal on both the East and West for fear of cultural contamination. Hassan Hanafi’s project investigates the relationship between the Self and the Other and how the Arabs, who have long been othered, could turn Western culture into a subject of gaze. However much inspiring his book is, his focus on Occidentalism as an anti-Western discourse eclipses degree of cultural flows between East and West. Turning the West into a subject of study does not necessarily mean dispensing with its culture. In still another, we have to look at the heterogeneous views of Arabs towards the West. Images of the west vary according to historical junctures and individual experiences. Taking the example of Arab acrobats’ attitudes towards the West varied according to their personal convictions and individual experiences. To judge Occidentalism, as Hanafi does, as a process of undoing Western culture and articulating the Arab Self is to deny cultural translation and degrees of cultural flows.

NORTH AFRICAN ACROBATS’ HI/STORY IN WESTERN CIRCUSES: FROM RACIAL AND CULTURAL DIFFERENCE TOWARDS A PARALLEL COUNTER DISCOURSE.

Though eclipsed from the leading grand narratives, North African acrobats’ presence in Western circuses have a literature of their own to be narrated and rich hi/stories worthy of resurrection. Their complex itineraries foreground degrees of cultural interaction, encounter and criss-crossing. With various experiences, as being different from the official canonical and ambassadorial journeys, relying upon their cultural, educational, and significantly enough, the historical junctures wherein their migratory adventures saw birth, they managed to far transcend the mere aesthetic and physical performances they were assigned. They emphatically formulated complex and ambivalent views in relation to the Self/Other interplay. Not only were they keen on establishing cultural alliances with the western Other, but they were interestingly eye-witnesses and active participants from within western circuses. This passage from mere exhibitionist and performing formalities into cross-cultural fertilization is yet configured through interracial marriage, comments on Western daily life and civilization.

It is worth noting that North African acrobats’ presence in Western circuses, namely in the United States, Britain and to a lesser extent Germany, was interwoven in multifarious historical conjunctures that reshaped and constructed the image of the Other in a context of increasing commercialization, trade, exhibitionism and consumerism. As the circus appeals much to the spectators’ sensational side and teases out distraction and entertainment, it is also an arena wherein cultural and identitarian subjectivities are formed and fashioned. A hither glimpse at the turn of the nineteenth and the beginning of the twentieth centuries crystallize North African acrobats’ roots/routes, migratory experiences as well as their performing expertise in fairs.

The mid-nineteenth century knew a significant flow of Arab acrobats to Western circuses for various reasons, ranging from their search for a better life to long-sought hope to develop their expertise and flair. The question whether they were conscious of the cultural representation of their home-countries is taken up with reserve and reservation. To begin with, and precisely in Britain, it goes without saying that the nineteenth century was marked with the Victorian reign of which values of moral conduct, seriousness and honor spawned. As historically put by Aasel (1998:1) in her PhD research, the circus's development as a commercial setting, at the Victorian period, 'was intricately tied to a widespread demand for circus acts by a broad range of classes in this society and so the Victorian's interest in the circus as an artistic form within the context of a vibrant (and sometimes not so respectable) consumer market'. More importantly, that historical era formed the pedestal of a passage from the agrarian society to a highly industrialized arena whereby means of transportation facilitated commercial transactions and consequently cultural cross-over. It is within this vibrant historical context of dynamism and industrialization that North African performers furrowed their trajectories. Imbibing from archival websites and historical journals, such as *Fulton History* and *Brooklyn Eagle* and deploying other historical magazines unravel the intricacies of Arab acrobats' performances in British theatres and stages. Recurrently labeled as "Arab Bedouins", "Sons of Desert" or "Mohamattans", Arab acrobats' performances in British circuses took the form of pyramid building and bodily contortions. Appealing to a wide spectrum of audiences, especially at the Victorian age whose consumerist demands were at high, entailed the fact that the Circus at that time represented outlets from the mundane hectic daily life.

Though left out from the Eurocentric exclusionary historiography, Arab acrobats' presence in British fairs and circuses was not for the sole aim of garnishing the British dominated stage. It was equally an interesting contribution to the production of acrobatic cultural artifact. Back to the year of 1843 when a group of Moroccan troupes found their way to the Victoria theatre and thrilled British audience by their spectacular and amazing acts. The troupe comprised various categories of acrobats according to their age (boys, mature and adults) and physical bodies as it is clearly elucidated by the *Illustrated London News* (1843):

their most surprising feat is that of forming a column or pyramid of four piled up, as in the engraving, the stoutest stand the tallest occupying the place of the base; besides which, he bears another Arab around his waist, and one upon each shoulder, whilst the topmost figure can touch the proscenium curtain. We assure the reader that their entire performances are worth the attention of all who woo the wonderful.

In that thrilling entertaining arena where suspense, merriment and delight were guaranteed, Moroccan acrobatic troupe managed to identify their niche as active agents and dexterous performers. They were also able to articulate their agencies as North African exhibitionists in a completely different British metropolis. Beyond Bernard Lewis's curatorial mind-set and negating premise that bereave Arabs of curiosity and keenness to know the Western Other, Moroccan troupe's performance in the Victorian theatre turns his ad-hominem argument into hollow evidence.

Another salient testimony of Arab acrobats' zeal and eagerness is best configured in the German circuses where rendezvous with the Other made their locus. This is an illuminating story of Arab acrobats in German circuses that traces their itineraries with all the metaphors of turn, return and crossing borders. With an eagerly inspired alacrity to discover the other shore, Arab acrobats in German circuses demystify the long-held tropes of Arabs' inability to trespass the threshold of their domestic sphere. It runs counter the Lewisian claim and Hassan Hanafi's nationalistic vehemence. Mid-nineteenth century stood as a springboard for Arab Acrobats to flourish and make their distinctive Oriental performances known. Escher (1997: 249) subtly puts it in his article "Les Acrobates Marocains dans les Cirques Allemands":

On se demandera à quel moment dans l'histoire du cirque, les acrobates Marocains apparaissent-ils la première fois en Allemagne ? Ernest Renz qui, vraisemblablement en 1852 et pour la première fois en Allemagne présente les acrobates Marocains. C'est à partir de 1852 qu'apparaissent les acrobates Arabes.

Though the beginning of their performance in German circuses cannot be pinned down to a specific year, it could be conjectured through reference to the well-established circus figure, Ernest Renz, who first introduced them to the German audience in 1852. That year marked the starting point of a long-standing Oriental tradition in Western fairs as agile performers and cultural representatives of their countries' civilizational repertoire. This is to argue against Edward Said's thesis that the oriental Other succumbs to Western hegemonic practices and therefore remains a silent interlocutor incapacitated and unable to write against the backdrop of colonial history. Arab acrobats stultified from within German circuses and turn the hierarchical dogmas of East vs West upside down. They forged their own proper theatrical, acrobatic and cultural register that does not validate the status-quo but rather gives rise to a parallel Occidentalist literature based on their daily experiences and circus-inflected journeys.

A general historical documentation of Arab acrobats' performances in western circuses will not sustain without tracking down routes of their contribution to the development of such artistic display in American stages and fairs. Radically counter the Orientalist travelers' clichés that draw demarcations between the Self and the Other and capitalize on the clashing tropes, Arab acrobats and dancers occupied much attention and offered another occidental version of traveling literature, nurtured by the direct contact and daily experiences. Endowed with their cultural assets akin to their national belongings and their incarnated expertise as 'displaced' performers, Arab acrobats, and right after 1870, started supplying the American circuses as maintained by Nance (2009: 112):

In the meantime, after 1870, Arab entertainers began contributing their own expertise and energy to the arts of playing Eastern. They helped make the desert horsemen and then the Arab stock Characters in the public options for consumer individuation....these democratic venues presented the Arab man in the person of the "Bedouin Horseman", a more secular, masculine free spirit and heroic villain.

Endeavoring to satiate the American consumers, Arab acrobats appeared in Eastern personae as a marker of their cultural individuation. However atavistic and backward they might seem for American audiences, they only used their Eastern masks to strike the immediate response to the public heart. The images drawn through their performances were reminiscent of interventionist Orientalist pseudo-realities; such was the case when the Arab land was only a forlorn desert breathing silence, vacuum and lethargy. Broached from another prism, Arab acrobats' presence in American circuses, bearing their local, traditional, and Eastern attire, is interestingly a sign of spectacular resistance to a Western-dominated circus. Their presence undermines the whole Western apparatus and creates a rupture within the metropolis. Playing Eastern to gain the audiences' responsiveness is an assertion of cultural exclusiveness and distinctiveness. Having to some extent delineated the historical intricacies of Arab acrobats' appearance in Britain, Germany and the United States of America, I argue that they are worth the documentation of their stories and experiences. What I shall develop later is their representation of the West as a counter literature.

NORTH AFRICAN ACROBATS TO THE WEST: A LITERATURE OF THEIR OWN MEMORY RE-TRACKED, AND ORIENTALIST PROCLIVITIES RE-VISITED: HASSAN BEN ALI'S TROUPE IN AMERICAN CIRCUSES

Known as Sie Hassan Ben Ali, born in south of Morocco and a descendant of a well-known Moroccan acrobatic group called Oulad Sidi Ahmed ou Moussa whose founder is a member of sufi order. He is a prominent figure in the history of Moroccan acrobats in America. He was

the manager of Moroccan acrobats in American circuses. Known also as “the Prince of Arabia”, Hassan Ben Ali’s first arrival in America was in 1884. Interestingly, he managed to gain fame and respect of American audience. Hassan ben Ali’s stories reverse the manichean dyad of Self/Other upside down in the sense that he showed neither animosity nor hostility towards the Western Other. He rather formulated a parallel discourse of accepting the Other and embracing his own cultural difference. It is not surprising that American media lingered on Hassan Ben Ali’s Acrobats and offered them the lion share in coverage. Many references, especially by the New York Clipper, were made to his troupe as offering a cultural mosaic through their talented acrobatic shows. A case in point, the aforementioned newspaper (1898) praised them Arabian Acrobatic Wonders of the World of Sie Hassan Ben Ali’s High Class Oriental Sensational Specialties and Amusing Novelist’. It becomes then patent that Arab acrobats demystified the ever-held orientalist and stereotypical dogmas that incarcerate the Oriental Other within the precincts of atavism and decadence. Their acrobatic feats are but stark proofs of cultural engagement, agility and Oriental exclusivity.

To cite but few incidents, Si Hassan Ben Ali’s journeys in the other shore were characterized much by his propensity to articulate his Oriental agency. To reverse the orientalist spotlight downwards, Si Hassan Ben called for offering an antidote to Christian missionaries and stultifying the already-maintained routes of European pioneering experiences of traveling to the Orient. It is extremely salient that Hassan Ben Ali, as reported by the New York Clipper, namely an article entitled “A New Prince of Arabia Has Just Arrived to Town” (The San Fransisco Call, 1898), played a leading role in the conversion of many Christians to Islam. His motto was to turn the Occident into arena of Islamic missionaries as a counter religious discourse of alterity. In this vein, it is maintained that Hassan Ben Ali (The San Fransisco Call, 1898: 25) overtly declared ‘these Christians keep sending their missionaries over here to convert us. Why not give them a dose of their medicine by sending a few missionaries over to America to convert its people to Mohammedism’. With this religiously inspired vision, Hassan Ben Ali’s propensity far transcended mere acrobatic and exhibitionist shows to formulate a counter discursive apparatus of religious resistance.

ZAHRA KADER’S SPECTACULAR EXPERIENCE: AGENCY RELOCATED BEYOND THE ORIENTALIST “HAREMIZING” PREJUDICES.

As a recurrent feature of pre-established orientalist episteme, the Oriental woman has always been an annexation to men’s chivalry and triumphalism. Even more provocatively, the Eastern woman has to acquiesce to males’ dominant authority. The orientalist mindset creates fixed hierarchies through which the Oriental woman is deemed to undergo a double frustration and conquest. EnsiehShabanirad and Seyyed Mohammad Marandi (2015: 23) lucidly articulate it ‘That women in the colonized society suffer from exploitation by both colonized and indigenous power structure is well understood’. Conscious of the fact that Oriental women were put between the hammer of Western colonialism and the anvil of patriarchy, they were subject to a double trauma. It is within this matrix of double domination that the discourse of Oriental women was much predicated upon fictitious tropes than on reality.

In the same trajectory, the Harem is a gender constructed space whereby male and female roles are based on domination and subordination. With all metaphors of sexual fantasies and animalistic and libido impulses that the Harem is laden with, the Oriental woman’s identity shrinks, following the orientalist tablets of essentialism, to a docile subservient body. As succinctly articulated in her book *Rethinking Orientalism: Women, Travel and the Ottoman Harem*, Reina Lewis (2004: 96) maintains that ‘the West’s image of the secluded, polygamous oriental woman had accrued the layers of myth, rumor and stereotype of a longstanding fascination. The vision of the harem as a sexualized realm of deviancy, cruelty and excess’. The Harem as an arena that harnesses all orientalist fetishized images of lasciviousness and

sexual abuse incarcerates, following the logic of Orientalist discursive practices, the Oriental woman within the precincts of domesticity.

It is worth noting that beyond these tropes that curtail the Oriental woman's position to a Harem-subservient being, there are equally fascinating stories, stressing the other version of the dyad, that document the migratory nature of Oriental women. To cite but a few, Zahra Kader, a prominent Moroccan acrobat, made her first entry into American circuses as a 22 years old girl, endowed earnestly with vigor and stamina. With a strong determination infused with enthusiasm, Zahra Kader (Brooklyn Eagle: 1950) right from the onset affirms that 'she has seen all the United States of America except Texas, California and New Mexico'. Against the orientalist backdrop of 'haremizing' Oriental women, Zahra Kader creates rupture within this discursive mindset and identifies her niche as self-determined Eastern girl. Her story reverses the prejudices of domesticity akin to Oriental women. What makes her account worth surfacing is the very secret that she gained fame and expertise due to her perseverance and educational career that made of her an aerial professional.

Broached from another prism, Zahra Kader's nomadic experience as a testimony of being in the midst of American cultural arena sharply contradicts the colonial ethos founded on othering the natives and relegating them to the margin. Perhaps a digression to the American travel literature on North Africa will be serviceable in tracking down a thriving occidentalist discourse that unsettles, disturbs and neutralizes the colonial apparatus. A hither glimpse at the American literary repertoire, be it fiction, dairies, or travel literature, on North Africa gives us hints that the operating discourse is colonially inflected. To cite but a few, Wharton's (2005) *In Morocco* is exemplary of all prejudiced views as constructed by the western inflated Self. She confirms right from the beginning that 'having begun my book with the statement that Morocco still lacks a guidebook; I should have wished to take first step towards remedying this deficiency'. With such pompous declarative sentence, she grants already herself a position of the 'all knowing' subject. Here, two discourses function antagonistically and diametrically juxtapose each other. Zahra Kader chronicles her story, as infused with zest to fulfill her dreams, without any sense pomposity or arrogance. Contradictorily, Edith Wharton, with her colonial jargon, turns Morocco into a pacified country in need of her intervention to become geographically known. In sum, the story of Zahra Kader formulates a parallel Occidental account that challenges and writes back against the orientalist manichean dyad. She managed to relocate her agency as a dexterous Oriental woman and assert her identity as a distinguished acrobatic figure. Her itinerary stultifies Bernard Lewis's claim that Arabs lacked curiosity to discover Western realms.

THE ORIENTAL CAN SPEAK: ZAHRA BEN TAHAR'S CONCEPTIONS OF AMERICA

The account of Zahra Ben Tahar is yet another narrative of fact told from the perspective of an Eastern female acrobat, turning the West into a subject of critical scrutiny. Zahra Ben Tahar, with a steadfast resistance to Western clichés, turned the American society into an object of gaze. Right from the outset, she is keen on reversing the orientalist biases. Ranging from the description of American men to the interrogation of proximity, Zahra (the Brooklyn Daily Eagle, 1894) overtly declares:

*It is not true what people say that in our country women are
Badly treated. They are well treated. The husband is as God
to his wife. They have more than one wife there. But that is well. One thing That should be
strange to me is that men and women should mixed in the seats of a place like this show*

Trying to neutralize Western misconceptions of men/women relationship in Oriental spheres, Zahra Ben Tahar brings to the surface a parallel corrective, crystallizing the fact that the fuzzy images held about Eastern women are but "white mythologies". With a counter-

discursive jargon, Zahra Ben Tahar stresses both polygamy and the high position which Eastern women enjoy. They are not subject to torment but rather held in high esteem. As space is a cultural site where differences are best configured, proximity is a key element that foregrounds the management of space and regulates gender relations.

Grown up in an Oriental society where the laws of proximity are grounded in *Shariaa* (Islamic law) that prohibits any act of male/ female promiscuity, Zahra Ben Tahar must have seen the American society through her Islamic lenses. The presence of men alongside women in public spaces is an act of oddity for her. It becomes lucid then that Zahra Ben Tahar is not a silent interlocutor but rather an active participant who offers a remedial to a longstanding constellation of Orientalist myths. She asserts her identity as an Oriental female, infused with zest to discover and learn about the Other's secrets. She undermines both Bernard Lewis's argument premised upon the negation of Muslims' curiosity to learn about the Christian Other and Hassan Hanafi's Hostile version of Occidentalism predicated on annihilating Western Cultural repertoire.

CONCLUSION

My overall argument is to trace the emergence of an alternative discourse of difference in three North African acrobats' accounts, pertaining to the nineteenth and twentieth centuries. Being conscious of the reversal of Western Orientalist stereotypes, I have claimed that these North African accounts, as Occidentalist texts, do not try to entrench binarism in the sense that they turn Western civilization into a subject of study to undermine it. I have tried to re-orient Hassan Hanafi's vision by stressing the fact that Occidentalism does not try to look at the West as a potential enemy that needs to be annihilated. I have shown how his vision is very nationalistic to the extent that it tries to settle the same Orientalist patterns. The alternative discourse of difference that I have stressed goes beyond both the Orientalist and the Occidentalist paradigms. These North African texts are terrains to see how the representation of the Other varies across temporal dimensions, individual conditions and the nature of acrobats' missions to result in a heterogeneous and complex ways of representation.

The analysis of cultural encounters remains an intriguing subject of interest. I do believe that the analysis of these North African acrobats' accounts, as valuable documents, is extremely important to narrate their standpoints and re-locate their agency as active participants. Most of North African exhibitionists are put in oblivion and kept undocumented. Their analysis will by no means enrich, re-define and re-orient the relations between the East and the West. They are extremely prodigious in setting the ground for a parallel 'voyage in' to thrive and flourish.

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“WOMAN” NOT ALLOWED IN SANCTUM SANCTORUM LIVED BODIES AND LIVED RELIGIONSANUKRITI GUPTA¹**ABSTRACT**

Recently women from different religious communities have demanded the right to enter places of worship in India. The Bhumata Ranragini Brigade, a Pune (Maharashtra) based organization's demand to enter and worship in the sanctum sanctorum of Shani Shingnapur temple in Ahmednagar district in Maharashtra, the demand to allow women belonging to all age-groups to offer prayers at the Sabarimala Shrine in Kerala and the demand to allow women to enter into the Haji Ali Dargah in Mumbai are some of the recent demands by women to enter places of worship. “Woman” as a category is historically and discursively constructed and so are the categories of law and faith practices. In the research paper, I intend to discuss the construction of “woman” as a category emerging at the intersection of law and faith. Though these faith practices fall under the larger rubric of Hinduism and Islam in India, I would like to narrow it down to two places of worship and their practices; the Sabarimala Temple in Kerala and the Haji Ali Dargah in Maharashtra.

Key Words: Woman, Body, Law, Faith, Temple-entry

INTRODUCTION

“The entry in Sabarimala temple is prohibited only in respect of women of a particular age-group and not women as a class” *S. Mahendran v. Secretary, Travancore Devaswom Board* (1993, 10).

“In short, women after menarche up to menopause are not entitled to enter the temple and offer prayers at any time of the year” *S. Mahendran v. Secretary, Travancore Devaswom Board* (1993, 10).

“To put it schematically: “women” is historically, discursively constructed, and always relative to other categories which themselves change; “women” is a volatile collectivity in which female persons can be very differently positioned ... How can it be overlooked that women are a natural as well as characterized category, and that their distinctive needs and sufferings are all too real.” (Riley, 1988, 2)

“Woman” is historically and discursively constructed and so are the categories of law and faith practices. In the paper, I intend to discuss the construction of “woman” as a category through the intersection of law and faith. I choose to use “faith practices” instead of “religion” because the two anecdotes which I discuss in the paper are related to faith practices. Though these faith practices fall under the larger rubric of Hinduism and Islam in India, I would like to narrow it down to two places of worship and their practices.

The paper is a part of my ongoing research which focuses broadly on women's engagement with the question of divine and the accessibility of divine spaces and particularly on the Shani Shingnapur temple entry agitation in Maharashtra, India. At this point, I would like to briefly discuss my M Phil. research project as this research paper is a significant part of it.

My research project sets out with the question of how the idea of the divine is realized by women in contemporary India. When we put the question of divine and faith practices at the center of the Indian women's movement/movements, then what kind of negotiations and

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conversations are possible? It is important to study the different bases on which women organize and in the case of my research, define belief and faith practices.

Recently women from different religious communities have demanded the right to enter places of worship. However, the history of organized agitation for temple-entry goes back to the colonial times. It has been one of the most important tools of resistance in the anti-caste movements. If we see the demand to pray, worship and enter the places of worship as religious and caste reforms, then how can we conceptualize it through the lenses of gender? How can feminist politics understand this demand made by believing women? What has been the relationship of the women's movement with the question of religious reform? There have been several participants in the women's movements in India and in other countries who have advocated religious reforms and who wish to remain believers. Islamic Feminism advocates religious reforms, reconciliation with their faith through a feminist reading and understanding of the Quran. Among Christians, there have been attempts to develop a feminist theology. Similarly, women's movements in India have also witnessed cases of resistance against the religious authorities to allow women to enter the places of worship. The Bhumata Ranragini Brigade's (a Pune based organisation established in 2013) demand to enter and worship in the sanctum sanctorum of the Shani temple in Shingnapur, Ahmednagar district in Maharashtra, the demand to allow women belonging to all age-group to offer prayers at the Sabarimala Shrine in Kerala and the demand to allow women entry into the Haji Ali Dargah in Mumbai are some of the recent demands by women to enter the places of worship.

The focus of observation in my research is a temple, which provides the center for the description and analysis of the way religious beliefs and practices take shape. The aim is threefold. First, the study aims to offer an introduction into the institution of Hindu temples and how temples have been spaces of discrimination with respect to caste and gender. My research project studies the Shani temple at Shingnapur village, Ahmednagar district, Maharashtra. Which human activities are accepted, and which are not and which gender is required to maintain the sacredness of the temple space? In this context, religious practices are understood as political as they take within a field of human negotiations in which exist many different ways of creating realities and acting upon it, in competition to each other. Bhumata Ranragini Brigade as an organisation and as an organisation which led a temple-entry agitation at Shingnapur is another important part of my research. The organisation has also organized similar agitations in Amba temple in Kolhapur and Trimbakeshwar temple in Nashik. It had also supported the Bharatiya Muslim Mahila Andolan activists in their agitation against the ban of women in Haji Ali Dargah. However, the organisation gained nationwide attention during and after the Shingnapur agitation. Hundreds of women from the organisation participated in this agitation.

The legislations regarding the question of temple entry have a long history. The barring of people belonging to certain castes and on grounds of untouchability is one of the blackest spots in the history of Hinduism. The people who were considered untouchables were prevented from entering any of the common temples to which persons belonging to the four 'varnas' freely visited for purpose of worship. The movement for temple entry was first started in Travancore by the Ezhavas or Iluvas in 1919. The question of temple entry developed and intensified in pre-and post-Independence period. However, it was majorly discussed with respect to caste. The Bombay High Court verdicts in Shani Shingnapur case (2016) and the Haji Ali Dargah case (2016) open up the category woman and so does the Mahendran case (1993) related to Sabarimala, Kerala. The emergence of the category woman at the intersection of law and faith practices is another important area in my research. Law and Constitutional rights provide a framework through which I intend to understand the engagement of women with the question of temple entry at Shingnapur. This third and final section of my research

project is the backbone of this paper. This paper emerges out of the larger discussions around the question of banning women in sacred spaces. The banishment of women in the divine spaces such as the shrines of Sabarimala, Kerala and the Haji Ali Dargah in Mumbai, Maharashtra involves law and state. The coming together of law and faith not only define the category woman but are also redefined in this process. In the following section, the paper discusses the legal documents which have been referred to discuss the construction of category “woman” at the intersection of law and faith.

“WOMAN” AT THE INTERSECTION OF LAW AND FAITH PRACTICES

The Mahendran Case (1993) and a public interest litigation filed (PIL) filed by a group of young lawyers in the Supreme Court against the state of Kerala are my entry points in understanding the (un)making of the category “woman” in the context of ban on the entry of “fertile” women aged between 10 to 50 years in the Sabarimala temple in Kerala. The Bombay High Court judgment (2016) rejecting the ban on the entry of women in the main shrine of Haji Ali Dargah is my other entry point. These legal documents do not merely shape “woman” as a category but also mould and unmould the categories of law, religion and Indian secularism. However, in the paper, I intend to focus on “woman” and how this category is shaped through the intersection of law and faith practices.

In Sabarimala temple, women belonging to the reproductive age-group of 10 to 50 are not allowed to enter or participate in its annual pilgrimage because Ayyappan, the deity worshipped here is a celibate deity. Despite the focus on fertility, the ban lays strong emphasis on age and physical appeal. Female officers of the Kerala State Police visually assess female pilgrims and stop and question suspected violators regarding their proof of age. Physical appearance is so much at the center of this scrutiny that a youthful 65-year old woman and a well-developed 8-year-old girl can easily come into the circle of legal scrutiny (Acevedo, 2016,110). Despite the restriction on the age-group 10-50, it’s difficult to say that only age is censored here. Women’s bodies and certain kinds of women’s bodies are censored and scrutinized. A discussion on the Jaimala case is important at this juncture to understand the question of age and body and the ban on these by the temple and state authorities (Hindustan Times, 2012). In 2006, Jaimala, a Kannada film artist confessed that she had visited Sabarimala in 1987 when she was 27 and was not aware of the ban on women. Her confession was followed by heated public discussions, legal battles and police investigations. I would discuss this episode in the further sections of the paper.

The Mahendran case began with the submission of a PIL petition at the Kerala High Court by an Ayyappan devotee in 1991. The petitioner complaint was against the visit of ‘young’ women to the Sabarimala temple. The petitioner’s major concern was the presence of wives of VIPs who may have received permission from the Travancore Devaswom Board because of their position and power. The court accepted the allegation of the petitioner that the restriction imposed on women of a particular age-group from entering the temple is a matter of religion and a matter of religious faith under Article 26 (b) of the Indian Constitution.

The paper indulges with another interface of law and faith practices through the Haji Ali judgment, 2016. A PIL was filed by Muslim women activists of Bharatiya Muslim Mahila Andolan against the state of Maharashtra, Haji Ali Dargah Trust and the Charity Commissioner of Maharashtra state in 2014. The Bombay High Court permitted the entry of women up to the restricted tomb area of the Haji Ali Dargah.

Women’s bodies are centrally located in these legal texts. Though the arguments are based on religious texts, ‘essential’ practices and constitutional provisions, all of these come together in shaping “woman”. How does one then understand “woman” and “women’s bodies” through this location, the point at which faith and law come together? How helpful then is the sex/gender binary in understanding the shaping of “woman”? The lived body experiences of

women who are not allowed to enter these places of worship and how these experiences are framed in the discourse provide insights into understanding the construction of woman as a category. The paper does not intend to imagine a universal definition of the category “woman” but look at how the above mentioned legal cases around women’s entry into Sabarimala temple and Haji Ali Dargah ask questions about category “woman”; both construct and deconstruct it. How does one then ask the political question when one thinks about lived experiences? Lived experiences unlike sex are not biological. The poststructuralist feminists have questioned the sex and gender divisions. Thus, even sex is not entirely biological. Body allows us to think about subjectivity in a very different way. How shall one discuss women’s bodies which have been prohibited from entering places of worship and which have been further allowed to enter these places by law? Can one bring back the question of materiality? Can one leave the question of biology? The question “what is woman?” then becomes a political question and not only a biological one.

“WOMAN” AND LIVED BODIES

In this section, I intend to open up the questions I put forward in the last section by engaging with debates around gender, woman and body emerging from feminist political theories. Large numbers of works have been produced on women and gender history in global contexts. How shall one then open up the concept of gender to different meanings emerging from different contexts? When one sees gender as a category of historical analysis, does it mean exporting gender as an analytical category to different parts and histories of the world? How useful will that be? It is crucial to rethink the category itself in the light of different locations and histories. So, the important issue here is not what gender as a theoretical category can bring to different locations but what and how different locations contribute to the meaning of gender theoretically. It is important to give theoretical weight to the contexts in which gender is articulated, rather than imposing a previously articulated conception of gender (Sinha, 2012, 359).

Third World Feminisms have encouraged the understanding of gender crisscrossing and being constituted with other differences such as race, caste, class, nationality and sexuality and though dominant modern scholarship has established new ways of questioning gender, its association with binary relationship of man and woman still remain intact.

There have been several critiques of extending this fixed notion of gender to other times and places and how modern European-derived gender categories cannot be translated uncritically to different societies and time periods. Age and class have emerged as important categories in understanding the constitution of gender identities.

Mrinalini Sinha (2012) suggests deriving the theoretical and conceptual categories from the empirical material itself. Can “woman” become a category of historical analysis then? In the case of Sabarimala and Haji Ali Dargah, can the lived experiences of “woman” become a category of analysis? Also, what is the empirical material in the question of banning “fertile women” from entering the places of worship? Can the corporeal body become an entry point in discussing the construction of category “woman” at the interface of law and faith practices?

“If her functioning as a female is not enough to define woman, if we decline also to explain her through ‘the eternal feminine’, and if nevertheless we admit, provisionally, that women do exist, then we must face the question: what is a woman?” (Beauvoir 1956:2)

What is it to be a woman? Can we separate gender from body? Can we think about ‘being’ and ‘becoming’ without thinking about the body? It’s most important to ask how one becomes that body. Simone de Beauvoir (1956) is interested in the question of embodiment; experiencing sex within gender. For her, woman is corporeal and has to be thought with the body. However, this body is not a homogenous and stable unit. It has to be thought with lived

experiences, the body in situation (Beauvoir, 1956). Drawing from Simone de Beauvoir's work, what does it mean to think about 'situated-ness'? Beauvoir's detailed accounts of the ways in which women live their bodies and how their bodies are produced is my starting point in asking the question 'what is a woman?' in the context of Sabarmila and Haji Ali Dargah's legal documents.

"In contemporary feminist theory so much energy is spent keeping the spectre of biologically based essentialism at bay that it is easy to forget that generalizations about gender may be just as oppressive as generalizations about sex". (Moi 1999, 7)

It's important to ask at this juncture what we lose when we lose body. "Woman" is not an umbrella term. The sex/gender distinction in 1960s and 1970s and later, the onset of poststructuralist feminism has discussed this category and both shaped and un-shaped it. According to Toril Moi, one cannot think of a woman as sex plus gender plus race plus other categories (Moi, 1999). How can one detach the experience of being white or black, belonging to upper caste or lower caste from the experience of being male or female? Sex/gender is not enough in this case. "Lived body" and its situated-ness can be an important entry point in asking "what is a woman?" and "what is it to be a woman?" Thinking about body and biology in this context then is not essentialism.

In *On Female Body Experience: "Throwing Like a Girl" And Other Essays*, Iris Marion Young (2005) discusses Toril Moi's (1999) arguments for abandoning the concept of gender for feminist theory and replacing it with the concept of lived body from existential phenomenology. Both Young (2005) and Moi's (1999) proposals keep "lived body" at the center and it is useful for reading "woman" as a category shaped at the interface of law and faith. Moi (1999) proposes to return to the idea of lived body and framework of existential phenomenology which has been earlier advocated by Simone de Beauvoir. Lived body is not merely a physical body; it emerges in and is shaped by a socio-cultural context. Moi (1999) asks the readers to not confuse lived body with sex. Can lived body become a historical category of analysis then? It has the possibility of becoming a useful category of analysis. It is not merely sex, not merely gender and neither is it biology. Lived body is situated in a historical, social, cultural location. It is useful in this research as it is important to remember that the ban in Sabarimala and Haji Ali Dargah are not merely bans on "women" but also on the "lived bodies" of women. These bans are on age, fertility and other embodied experiences which cannot be disassociated from women and are part of their everyday lived experiences. The concept of lived body raises the question of how a body is placed in social structures and which are the opportunities and constraints available to it (Young 2005, 16).

The concept of lived body and its relevance for feminist politics has also been discussed by Elizabeth Grosz (1994) in *Volatile Bodies: Towards a Corporeal Feminism*. Grosz (1994) rejects the binary of mind/body and male/female. She views the body as a social construct and a site of various cultural representations. It is important to see how a body is lived and how the social, historical and cultural factors represent and shape this body. If body is seen as a social construct, then it has to change with difference in experience and representation in different societies and locations. Body cannot be reduced to psychology and vice versa. Body is linked to spatiality. One grasps the idea of space through bodily situation, in the ways in which that body is situated in space. Experience can only be understood in between mind and body; in the lived conjunction of mind and body (Grosz 1994, 90). When one talks about mind and experiences, one will have to talk about corporeality. In this section, the paper attempted to trace the usefulness of lived body as a category of analysis. In the Court judgments, the biological is continuously used to produce the social and the legal. The lived experiences of religion are dependent on the lived bodies of women.

LIVED BODIES AND LIVED RELIGIONS

The legal documents analyzed for this research revolve around the question of women's bodies, age and fertility. It is interesting that despite these questions being at the center and of major concern, both religious and legal authorities rely on the religious texts and histories to prohibit or allow women's entry into sacred spaces. The construction of "woman" as a category at this interface can be understood through the lived bodies of 'young and fertile women' in question and how these bodies are being shaped.

The Haji Ali judgment mentions the reasons declared by the Haji Ali Dargah Trust for imposing a ban on women's entry. The idea of the bodies of women wearing blouses with wide neck bending on the *Mazaar* (tomb) was declared a site of contention. This was one of the reasons behind the ban. The onus of showing or not showing their body parts was on women. Mr. Shoaib Memon who appeared for the Trust gave several reasons which place women's bodies at the center of the ban. He relied on Quran and Hadith to strengthen his arguments. According to him several complaints of eve-teasing and theft have been recorded with the Trust. He further states that "perverted men would come close to women and touch them inappropriately". Therefore, the Trust found it sensible to segregate the women from men, in order to protect them. Mr. Memon also invoked the impurity of menstruating women and that they could not offer prayers in the unclean condition. Through women's bodies, clothing and menstruation, the definition of who the woman is in this legal document is constantly being shaped. Is this an old woman? Is this a woman in her reproductive age? Which woman needs to be protected against eve-teasing? The Dargah trustees were unanimous on the point that women should not come in close proximity to the tomb of a male saint. This was considered a sin by the Trust. Here, women's bodies are shaped through this understanding of the Trust which restricts them from entering a particular divine space.

In Mahendran case, the court accepted the contention of the petitioner that the ban imposed on women of age-group 10-50 from entering the temple is a matter of religion and religious faith under Article 26 (b) of the Constitution. The Court ruled out the restriction of women as a discriminatory practice. The judgment prescribed, "The entry in Sabarimala temple is prohibited only in respect of women of a particular age-group and not women as a class" and in 1991 issued a direction to the Travancore Devaswom Board to not permit women above the age of 10 and under the age of 50 to enter the temple and worship during any period of the year. The fear of young and fertile women touching the celibate God is an important point in the Court document.

"Since the deity is in the form of a Naisthik Brahmachari, it is therefore believed that young women should not offer worship in the temple so that even the slightest deviation from celibacy and austerity observed by the deity is not caused by the presence of such women" *S. Mahendran v. Secretary, Travancore Devaswom Board* (1993, 10)

Though the judgment in Mahendran case says that the entry of women is prohibited only in respect to age and not women as a class, it uses the term 'woman' in every line. Who is this woman? Does one need to belong to a particular age group to be a woman? What about the older women who have crossed the age of 50 and are still menstruating? How do they then change the construction of "woman" as a category?

If one looks at the debates which took place in 2006 regarding the Jaimala case, one can see how women's bodies are shaped in these discourses and how corporeality then shapes women. The debates majorly revolved around how could a beautiful young actress go unnoticed. Jaimala's husband suspects that her memories of her visit in 1987 are the result of over-devotion (Acevedo, 2016, 110). Here, Jaimala's identity as a woman is shaped alongside her identity as a believing woman devotee.

CONCLUSION

In Jaimala's narrative, the Mahendran Case and the Haji Ali verdict, bodies of women and their lived experiences shape the understanding of "woman" as a category. The paper has discussed earlier that the idea of space emerges through bodily situation and bodily situation defines the idea of space. The question of situated-ness remains central to the understanding of "woman" at the intersection of law and faith practices. If the places of worship are spaces where women are not allowed, then how does they change the understanding of "woman" as a category and also how does the absence of "fertile" young bodies of women change the dynamics of that space?

It is important to look for the "biological" in the "social" and the "social" in the "biological". Corporeality may not necessarily be understood as essentialism if we discuss it alongside situated-ness. Perhaps, it is time to go back to the constitution of the category "woman" in feminist politics and research. It is always important to ask, "How is one constituted as a woman?" and "Which are the sites in which one hears "woman" and what are the fractures present in those sites?" Though, the paper began with the question "What is woman?", it ends with "What is it to be a woman?"

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1-BC08-5640**FORECASTING COMPOSITIONAL CHANGES IN LABOUR FORCE STATUS USING VECTOR ERROR CORRECTION MODELS**DR. MOHAMMED KHALED¹

Compositional labour force data expressed in the isometric log ratio form allow application of the standard multivariate statistical methods, but require vector error correction modelling when the series are non-stationary and co-integrated. The latter are likely features of such data as the application to the US labour force in this study indicates. Bergman (2008)* uses VAR models directly on the transformed log ratios of the proportions in making forecasts, but concludes that it is not clear how “a cointegration model could be interpreted within the simplicial framework”.

This paper models the transformed log ratios as a vector error correction (VEC) model. An exactly identified structural VEC model is then used to relate the series responses and the forecast error variances to the structural shocks in each of these series. No special issues arise in estimating and interpreting a co-integration model in the simplicial framework if the methods are applied to the data transformed into the real space. When the series are co-integrated, a conventional vector auto-regression model in the series levels and a vector error correction model produce equally good forecasts. The use of a structural vector error correction model, exactly identified using Granger-causality evidence, illustrates the application of such models in the simplicial framework.

For the US data used in this paper, a once and for all upward employment shock appears to lower job search immediately, which settles down to an even lower level in about 3 years. Initially, this shock accounts for 37.5% of the job search forecast error variance, which increases to 72.6% about 36 months later.

JEL: E24, J64

Key Words: Compositional data; Structural vector error correction; US labour force; Forecasting.

2-BC03-5371**CONFUCIUS INSTITUTES AND FDI FLOWS FROM CHINA TO AFRICA**DR. MUHAMMAD AKHTARUZZAMAN², NATHAN BERG AND DONALD LIEN

Is the establishment of new Confucius Institutes (CIs) in African countries motivated by resource seeking? We focus on uncovering new empirical evidence about the establishment of CIs, whether they are related to natural resources, and the extent to which the establishment of new CIs and Chinese foreign aid flows affect one another. Whereas Chinese aid flows do indeed appear to be empirically associated with African countries' natural resources, the evidence we report suggests that CIs are established based on a distinct set of motives. We find that CIs, Chinese foreign aid flows to Africa and natural resources have joint predictive power on the subsequent year's Chinese FDI outflows. CIs are not, however, positively associated with the subsequent year's aid flows. And aid flows are not positively associated with the subsequent year's expected number of CIs. We interpret this as evidence that CIs reflect an economically significant expression of Chinese soft power. The goals underlying the expression of this soft power are not subsumed by natural resource seeking and are not easily

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compressed to a single dimension. The data show that CIs and aid flows are not positive predictors of each other and are not subsumed (i.e., made to disappear) by the inclusion of controls for natural resources. Thus, the presence of a CI reveals independent, novel, and economically significant information about future trade flows that cannot be explained away by differences in resources or other control variables commonly found in empirical models of trade flows. The empirical evidence suggests that CIs are indeed an effective instrument for increasing China's soft power but that this soft power is not motivated solely (if at all) by resource seeking.

5-BC06-5674

DISCRETIONARY ACCRUALS AND EARNINGS MANAGEMENT: CASE OF INDIA

PROF. RANJIT TIWARI³

Publicly listed companies constantly face the pressure to meet or beat an important earnings benchmark, normally market earnings forecasts. Kasznik and McNichols (2002), and Brown and Caylor (2005) revealed that companies which consistently meet or beat earnings forecasts enjoy a high reputation as well as valuation premiums and lower cost of capital. On the other hand companies that fail to meet their earnings benchmarks, suffer severe decline in stock prices (Skinner and Sloan, 2002) and this adversely impacts executive compensation (Matsunaga and Park, 2001). As a result, executives of companies may use their discretion to manipulate earnings so that they can meet or beat earnings forecasts. Earnings management has become a topic of great interest for financial regulators. An understanding of earnings management practices assists regulators to improve the functioning of capital markets, minimise asymmetry of information, decrease cost of capital and protect small and minority shareholders' interests (Ajit et al., 2013). Earnings management in emerging markets like India is important as there is a huge demand for capital by companies from world markets and foreign institutional investors play an essential role in channelling this capital. But the sustained flow of overseas capital into the Indian stock market can be fulfilled only if investors are protected from financial misconduct like earnings management (Ajit et al., 2013). Hence, the purpose of this study is to examine the magnitude of earnings management existing among listed companies in India as well as in the companies where it is predominant and to determine the drivers of discretionary accruals which are used as proxy for earnings management. This would provide valuable insights to regulators about the adequacy or changes in regulation required so that investors can make the best possible conclusions from financial statements. Data for the study will be collected from CMIE's (Centre for Monitoring Indian Economy) Prowess data base. This study will include a sample of large cap, mid cap and small cap companies listed on BSE (Bombay Stock Exchange) in order to detect the likely cases of earnings management. We propose to determine the estimates of discretionary accruals with help of discretionary accrual models. Further, panel econometric tools are used in order to implement the discretionary accrual models and to determine the drivers of discretionary accruals.

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6-BC15-5729**CORPORATE GOVERNANCE AND BUSINESS ETHICS: THE CASE OF EGYPTIAN BANKS**DR. IBRAHEEM ALSHEKMUBARAK⁴ AND DR. AHMED H. AHMED

The current study explores the relationship between corporate governance and business ethics in Egyptian-listed banks using an accountability framework and by examining the perceptions of key stakeholder groups. In order to achieve the study's aims, a questionnaire survey has been employed.

The findings show that corporate governance is now seen as one of the most important concepts for Egyptian banks and the nation's financial sector in general. However, there are different views regarding the sufficiency and effectiveness of corporate governance codes. However, and although it is not required by the regulatory bodies in Egyptian, all listed banks also have their own codes of business ethics; the findings show that there is a strong perceived relationship between corporate governance and business ethics, which has a positive impact on the banks' practices, although any meaningful developments in ethical standards will require mandating of the key principles. The views of individuals taking part in the present study are potentially of particular value to those regulators and standard-setters in Egypt charged with developing a corporate governance code for financial institutions. To the best of authors' knowledge, no studies have sought to explore the views of interested parties regarding CG and business ethics in Egyptian banks, the present study aims to bridge this gap by incorporating questionnaire survey evidence to gather the perceptions of users and preparers concerning such practices in Egypt.

Keywords: Corporate Governance; Business Ethics, Egypt

7-BC05-5699**NEXUS BETWEEN INFRASTRUCTURAL PROJECTS, LAND USE CONFLICTS AND SOCIOECONOMIC LIFE OF LOCAL POPULATION IN DEVELOPING COUNTRIES**MR. MUAZZAM SABIR⁵ AND DR. HABIBULLAH MAGSI

Land use change for the purpose of development always comes with conflicts among different stakeholders, especially under the construction or expansion of developmental projects in developing countries. Thus, infrastructural projects like dams have both positive and negative consequences in this regard. The conflicts in such projects emerge with view of issues associated with the superposition of land expectation, as well as different stakeholders' interests. They appear in different forms, depending upon their intensity, with severe impacts on local people. The article deals with conflicts arising among different actors and their socioeconomic impacts on affected people, due to construction of Diamer Bhasha Dam project in Pakistan. This project started facing opposition from land acquisition and encouraged protestations, legal action in court, road blockage, threatening the project contractor, and violation.

In order to analyze the conflicts and to assess the socioeconomic impacts of the project, we used both primary and secondary data sources. About 61 interviews with experts and stakeholders of different backgrounds were conducted. Moreover, under the secondary source

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about 289 articles from different national and regional dailies on conflicts and socioeconomics impacts of the Dam were studied in order to cross check the information. Further, some literature published by public and private organizations was also consulted.

Preliminary results show different conflicts between affected people, Government and also among different groups of locally affected people, over land compensations and property rights. This study further highlights the socioeconomic issues of the project in the form of ineffective resettlement plan and loss of employment opportunities. It further, explores the root causes of conflicts, due to poor planning and governance, mismanagement, corruption and cronyism in different project activities. Lack of participation of all stakeholders and proper information dissemination about all project activities are also main source of conflicts among different actors. Finally, it provides policy measures and recommendations for better governance in the form of capacity building of local people in different areas and participation of all stakeholders in all project activities.

Key Words: Infrastructure Project, Conflicts, Socioeconomic Impacts, Corruption, Mismanagement

8-BC09-5731

POLITICAL CONNECTIONS, FINANCIAL CONSTRAINTS AND PERFORMANCE: FIRM LEVEL EVIDENCE FROM PAKISTAN

MRS. SAIRA SALEEM⁶

This paper studies whether political connections of the firms help firms to alleviate financial constraints and affect performance of the firms in the case of developing country. This study contributes to the literature in number of ways but two main contributions are following. First, this study extends the research on the effects of political connections on financial constraints of the firms. To the best of our knowledge, there is only one study so far given by Xu et al (2013), which directly checks the effects of political connections on financial constraints and investment level for the case of Chinese firms. Second, it is the first study which checks the effects of political connections on firms' level of performance via affecting firms' financial condition. It means this study will check whether being less financially constrained and being politically connected influences firm's level of performance.

Using data on Pakistani listed non-financial firms we find that political connections have clear effect on financial condition of the firms. Due to the lingering debate on perfect measure of financial constraints, this paper uses four latest measures of financial constraints to scrutinize the impact of political connections for robustness check. We use WW index, Assets tangibility, leverage ratio and liquidity ratio as measures of financial constraints. We regress firm's financial status on the dummy of political connections and other control variables. After estimating the empirical model with ordinary least square, this study finds significant coefficients for all four measures of financial constraints. We argue that WW index and Assets tangibility are clearly indicating that politically connected firms are financially less constrained. The other two measures Leverage ratio and Liquidity ratio have been criticised in the literature for being less reliable measures of financial constraints but more reliable measures of financial health. Our study further approves this argument as it shows that politically connected firms are more levered and less liquid. The obtained results are robust to potential endogeneity issues. To check the combined effect of political connections and financial status on firm's level of performance, we regress firm's level of performance on the interacted term which is the interaction of dummy of political connection and dummy of firm financial constraint. We use two different measures to gauge firm's level of performance. First is Return on Assets (ROA)

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and the second is Total factor Productivity (TFP). The results show that the combine effect of firm's political connections and its financial status may affect its accounting performance (ROA) but not its productive performance (TFP). The obtained results are robust to potential endogeneity issues too.

9-BC04-5628

DUAL PHYSICIAN PRACTICE AND HEALTH CARE DEMAND IN DEVELOPING COUNTRY, STUDY CASE IN INDONESIA USING IFLS DATA

MRS. NUCKE WIDOWATI KUSUMO PROJO⁷

Dual practice physician refers to a physician who commit in public sector as well as private one. The practice is common in developing countries and initiatives uses to enhance access to health care however the net effect of dual practice to the health care system remains unclear. The different regulation of dual practice implemented in many different health care systems and the lack of empirical evidence especially for the developing country setting as dual practice discussion appears more in the theoretical study; furthermore, this study intends to fill the gap.

This study measures the role of physician dual practice in health care access and investigates the monetary factors such as income and price and non-monetary factors such as travel cost, waiting time, and demographic characteristics affecting the demand for health care. We analyse the effect of quality on demand of primary health care among public and private facility. We also provide policy simulations on comparing between additional access to insurance and an additional number of dual practice physician in the search for possible policy recommendation regarding dual practice physician's policy. Utilizing the household and community facility data of Indonesian Family Life Survey (IFLS) wave 5 of 2014, a variable choice set based on geographical location, income, the price of treatment and dual practice characteristics were constructed to describe the selection of health care facility in Indonesia. The data is selected conditional on individual who decides to seek health care of the first visit during the period of illness and is applied to primary care only. A Multinomial logit model was estimated to analyze the impact of the dual practice and other variables on the choice of the facility: public, private, or other (midwives practice, nurse practice, and traditional healer).

The results show that the percentage of dual practice physician, insurance availability, the price of treatment, and income were statistically significant determinants of the choice of health care provider by individuals in Indonesia. The dual practice existence seems not necessarily shifts individuals to change from non-formal facilities such as traditional healers, nurse, and midwives to the public facility but it is more important in the shifting the choice of the provider from the public to private health care facility. Among demographic characteristics, only age, and urban/ rural location have a significant impact. Non-treatment cost variables such as travel cost and waiting time are all relevant but in fact, provide a small evidence on the factors that involve in the individual decision of health care provider. The analysis uses three quality measurements: facility, physician, and treatment, while the only quality of treatment that matter on the facility selection. The policy simulation uses mean predicted probability and indicates that in general, the additional access to insurance has a more considerable effect on the access to public or private health care facility compared to the additional percentage of dual practice physician.

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10-BC07A-5638**IMPACT OF CLIMATE CHANGE AND ADAPTATION ON CEREAL YIELDS IN THE VULNERABLE SOUTH ASIAN COUNTRIES**MR. SHAHZAD ALVI⁸, FAISAL JAMIL, AND JUNJIE ZHANG

Over the past decade, scientists and economists have shown consensus that agriculture production and crops yield are at high stake due to climatic changes. Crops are hit by droughts, floods, heavy or low levels of rain fall, humidity, decreasing water resources and increasing wind storms. These climatic changes could create a shortage of food and famine in the future, especially, in the developing countries, which have fewer resources and are lagging behind in the cereal yields compared to the developed countries. It is expected that the world may face large burden of undernourished people in the upcoming years due to climate change. Despite the fact, that climate change damages crops, farmers have been taking adaptive behaviors to address the challenge of the changing climate. Adoption of new technology, improved seeds and changing farms' practices are mitigating the negative impact of climate change on cereal yields. On the other side, the world population is increasing. In 2050, the world population will reach 9.8 billion. More food will be required to feed them. It is expected that there will be more hungry people in 2050. Because the demand of food is increasing with the growing level of population. However, one might argue that there is not much need to worry about climate change, because of the growing use of modern practices and genetically modified food. It will make possible that the world can feed itself with less land and lower carbon emissions. To evaluate this argument, this study examines the impact of climatic changes and adaptation on cereal yields in the vulnerable South Asian countries. Firstly, this study adds new climatic variables such as humidity in addition to precipitation and temperature. Secondly, we have included adaptation, which is mostly ignored in the time series studies. We have derived economic model by incorporating adaptations, which are exogenously determined by farmers' characteristics, government policies and market structure. Using the data from 1990 to 2016, we have applied GMM econometric technique. The estimated results indicate that climate change is decreasing the cereal yields while the adaptation is mitigating the negative impact of climate change. On net basis, the cereal yields are increasing but this increment is not enough to feed the growing population. This suggests that developing countries should increase the use of advance technology and practices in agriculture sector to get sustainability in food production. Besides, there is need to decrease emissions and population growth rate.

11-BC10-5733**DIMINISHED RESPONSIBILITY: A PARTIAL DEFENSE FOR MURDER**MS. SHRUTI MISHRA⁹ AND MS. SWATI MALIK¹⁰

This paper attempts to point out the age-old penal positions and the need for necessary changes in the Indian criminal justice system for unsoundness of mind and diminished responsibility. Section 84 of Indian Penal Code (IPC), 1860 recognizes "unsoundness of mind" as a defence. It is solely based on common law principle of the Mc Naughten rules. This provision has not been amended since its inception. The term unsoundness of mind has not been defined anywhere in the Indian Penal Code and has been left to the interpretation of the courts. Indian courts only accept lack of cognitive faculties as a legal defense but there is no exemption in

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situations where one loses control of cognitive faculties due to emotions or lack of will power. Also, there is no recognition of this defense in situations where a person is suffering from mental disorders. It is important to make a distinction between legal insanity and medical insanity. Indian law should recognize the defense of medical insanity in case of culpable homicide amounting to murder under Section 300 of IPC. It should take into account situations where an offender suffers from an abnormality of mind, whether arising from a condition of arrested or retarded development of mind or any inherent causes or due to disease or injury. The plea of diminished responsibility should be included as an exception to murder and such persons should be liable for culpable homicide only.

The 42nd Law Commission of India Report of 1971 rejected the suggestion for inclusion of diminished responsibility to Section 84 IPC mainly because of the medico-legal issues it would have introduced to the trial. The opinion submitted in the 42nd law commission report is outdated. This section needs modification as medico-legal issues can easily be dealt with at the trial level with the aid of latest scientific and technological advancements. The Indian Mental Healthcare Act, 2017 recognizes that persons with mental illness have the right to live a life with dignity and should not be discriminated against or harassed. Considering the fact that public policy is shifting towards sensitization as well as recognition of rights of persons with mental disabilities, it is important that these unresolved and controversial issues regarding the defense of insanity should be addressed to provide a clear position of law and completely remove the anomalies from the criminal justice system. This paper argues that Section 84 should be brought to an equal footing with the English Law to incorporate the diminishing responsibility as a partial defence for the murder committed by an insane person.

13-BC02-5494

ON COMMODIFICATION OF PASSIONS IN THE NETWORK SOCIETY

MR. ASHER JOSPE¹¹

Capitalism in an evolving mode of production which continues to evolve in a dialectic scheme, as the philosopher Hegel depicted. It is an ever-changing entity which reflects technological advancement and changes in production relationships resulting from such advancements. The most recent version of Capitalism as manifested in the current epoch represents a shift from Capitalism of ownership to Capitalism of access to experience and enjoyment. One of the most important new assets in current capitalism is access to the global network and to experiences and enjoyments which come with it.

The paradigm shift in capitalism comes as a result of massive changes in technology and innovation with fast changes which it creates in products and services. New products lose their exciting fetish very fast and become obsolete. The ownership of “things” in this environment has proven an antithesis to enjoyment. What is to enjoy in a product which is obsolete after a few months of acquisition?? On the other hand, the realm of experience and enjoyment is endless. The number and variety of experiences only increases with time and the access to it via global networks makes it easy and convenient to acquire.

Mankind is manifesting a passion for ever changing experiences each of which brings with it ever increasing enjoyment. However, satisfaction of the passion is not part of the plan. The more people experience enjoyment the more they want to experience. From the economic point of view this an ideal position as people consume enjoyment with no satisfaction as this, namely satisfaction, is never supplied. The ongoing and ever-increasing demand for enjoyment thru network experience has become one of the most powerful markets.

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The Industrial culture products present a huge growing market. Capitalism identified this opportunity and is using all versions of technology to manipulate the demand for culture products, experience based products which bring ever increasing enjoyment, the consumption of which has become a very powerful trend and a very large market for Capitalism.

The Network Society has changed radically the way individuals experience things and the way they derive enjoyment. Life has been Mathematicised. If a person experiences a joyful event (such as a sunset in the Caribbean's), and uploads it on one of the social networks such as Facebook, the individual is then expecting that friends will approve of the images/ videos by sending many LIKE confirmations. The individual is asking for confirmation of the choices he/she made and for the recognition of friends (society in general) of his experiences.

It turns out that the quest for recognition is more powerful than the original joyful experience in the sense that if the expected number of LIKES is not forthcoming in any substantial numbers, the individual feels rejected and the original joy of the event is diminished. The original experience as gratifying and pleasurable as it may have been, is almost completely overshadowed by the society rejection of it, thru not sending LIKES. The quantity of LIKES is now the new most modern index for happiness and joy as opposed to the "thing in itself".

The relentless quest to be recognized, now thru Facebook, is more powerful than ever. It is the direct result of the individuation process which Capitalism demands and which leads to loneliness and aloneness. The individual is subjecting the original joy to the Facebook feedback. The Individual desires the recognition of society more than the experience itself. This is a new phenomenon which appeared on the Network Society and the advent of social networks such as Face Book. The driving force is fear of loss of love and fear of being different. The individual strives to be part of the main stream and to adapt, to conform to society expectations, as the best strategy to achieve society acceptance. The lack of LIKES in response to the individual image on FB is perceived as rejection and this is painful to the individual.

The individual passions and sense of joy and beauty have been mathematicised and quantified. These are all subject to the quantity of LIKES and other on-line schemes of acceptance or rejection. The pain associated with the perceived rejection is so powerful as to wipe out the original sense of joy and happiness.

Using technology the political-economic system has been able to create and capture a huge market which is basically the commodification of passions. The passion for excitement through experience is commodified as part of the industrial culture products. These commodified passions are the direct result of global access to the Internet through which the number and variety of enjoyments based on experience is increasing in a very fast pace. The industry of leisure time where the individual is seeking enjoyment, is replacing the traditional market of ownership as this market cannot hold its excitement aspect with the ever-changing technology and introduction of new products. The level of innovation we witness and the resulting frequent product announcements are the main reasons the ownership market is losing its prime position to the enjoyment market where new experiences can be accessed at any time.

14-BA14-5728

BEYOND DEMOGRAPHIC TRANSITION: CHALLENGES FACED BY DOMESTIC MIGRANTS IN MODERN MONGOLIAN SOCIETY

MS. KEIKO KANNO¹²

My paper aims to provide an analysis of the challenges faced by the urbanizing population in a current social and demographic transitional period in modern Mongolia. I introduce and discuss the ways in which how nomads in the countryside adapt to their new lives in the capital

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city of Ulaanbaatar, and how their migration affects their health and wellbeing by exploring underlying causes of the increasing rates of obesity in the urbanizing population. Obesity has been a significant health concern for Mongolians for over two decades, corresponding to the growing population in the capital since the late 1990s. According to the nationwide survey conducted in 2009, 31.6% of Mongolians aged 15-64 years were overweight, and 41.6% had central obesity (Otgontuya et al., 2009), and these numbers are rapidly increasing. A recent study revealed a significant lack of physical activities of the domestic migrants in urban areas despite their continuing consumptions of traditional high-calorie diet after their migration (Ganmaa et al., 2013; Lehmann-Uchner and Kraehnert, 2016). Obesity is a risk factor for hypertension, myocardial infarction, Type 2 diabetes mellitus and many other diseases and disorders. Further, due to a shortage of housing in the city, there has been a rapid growth of “ger districts” where many recent migrants reside in portable tents, despite the lack of access to water resources, infrastructure, and affordable and nutritious food in the districts (Ganmaa et al., 2013). Accordingly, recent internal migrants appear to have a higher chance of suffering from a future syndemic, which is the interaction of multiple diseases in a specific population, worsened by economic, sociocultural, and environmental factors. I argue that even though many internal immigrants have health advantages when they first move to urban areas, these benefits may erode as they stay there for a prolonged period. The domestic immigrants’ lack of exercise, high-calorie diet, accompanied by their limited access to the basic needs may be linked to higher rates of obesity and related diseases.

19-BA16-5715

PRISON, CRIME AND WOMEN: CRIMINALITY OF WOMEN WITH AN UNDERSTANDING OF SOCIAL ROLE OF THE WOMEN IN SOCIETY

DR. INDIRA MISHRA¹³ AND SUSHIL MISHRA

Prison, Crime and Women -these three terms are interlinked and have acquired ample attention during past decades. Contemporary society has variety of modes to control crime. Imprisonment is one of the most common modes of dealing with the guilty. In layman’s language, prisons are thought of as crime fighting devices, they are environments that are likely to contain socially debarred people. The basic reason for the existence of prisons is that society which operates through the means of courts finds it necessary to separate and isolate some people who have broken the law. The concept of this segregation and institution of punishment are evidently as old as the society itself. Traditionally prisons have been used for punitive purposes only. In the recent past, prison and prisoner’s conditions have acquired vital importance and general perception has been changed to accept the concept of using imprisonment to reform and rehabilitate the prisoners, as prisoners start leading their normal lives on release. In spite of the fact that prison system has during the past decades undergone a massive change in its physical structure, but the basic character of the prison remains the same as closed institutions with little public scrutiny. From a sociological point of view a penal institution (prison) represents a simple to fairly complex organization all the way from a small camp of sixty prisoners to a large penitentiary of two to five thousand inmates. There is the outward administrative structure, the hierarchy staff, the official rules and regulation, the daily routine, the living arrangements, the program and activities, the relationships with the outside and the relationships on the inside but there is also less visible society of inmates. As Shankardas (2000) observes: “Somewhere down the line, between advocating controls in the general interest on the one hand, and safeguarding the individual interests on the other, the

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prison got placed awkwardly as a beneficial institution . . . What was so amazing about the panopticon was the detail that went into its architectural design and the meticulous attention that went into dealing with the prisoners' character and personality". Dobash, Dobash, and Gutteride note that, "From the very beginning, women in prison were treated very differently from men; considered more morally depraved and in need of special, closer forms of control and confinement". Women were arrested for petty crimes or offences "against Chastity". These crimes included fornication, adultery, and lewd cohabitation as well as "common night-walking" and required that women should be reformed as much punished for their moral lapses Friedman: 1993;

Understanding the contemporary prison for women requires an examination of the historical development of this system of social control and the critical issues relating to the imprisonment of women in the modern era. Previous to the development of prisons punishment for women took several forms women's crime and punishment was defined in terms of morals and virtue. Lahiri: 1986; shows that: "Bigamy was no offence in the case of males. In the case of females, bigamy was prohibited, but no judicial punishment seems to have been prescribed for the offence of bigamy as such. It is probable that such cases were left in the hands of village elders for meting out social punishments". Lahiri provides an account of the offences punishable by death during Ancient India. She cites three instances in this context: A married woman, being boastful of her father's richness or her own beauty, deserting her husband and indulging in adultery with a paramour (both the woman and her paramour are punishable by death), a corrupt woman destroying foetus in her womb and a woman killing her husband, child or spiritual guide. Belknap: 1996; notes that in the Middle Ages, serious offenders for example, women who committed adultery or killed their spouses were commonly burned to death. Less serious offenders were subjected to physical punishments such as whippings, stocks and pillories, or branding; and social punishments including public humiliation and shame.

20-BA15-5563

PSYCHOLOGICAL CAPITAL AND JOB OUTCOMES: MODERATING ROLE OF INTRINSIC MOTIVATION

DR. INAM UL HAQ¹⁴ AND RABIA BIBI

This study aims to examine the main effects of psychological capital and intrinsic motivation on employee turnover intentions and job performance. Current study also examined the moderating effect of intrinsic motivation in relationship of psychological capital with job performance and employee turnover Intentions. time lag data (N=180) were collected from employee and their supervisor working in various organizations of Pakistan. Results revealed that Psychological Capital had significant positive relationship with job performance and had significant negative relationship with employee turnover intentions. Similarly, Intrinsic motivation had significant positive relationship with job performance, where as insignificant negative relationship with employee turnover Intention. Results also revealed that Intrinsic motivation moderates the positive relationship of psychological capital and job performance such that relationship was stronger when intrinsic motivation was high. Similarly, Intrinsic motivation moderates the negative relationship of psychological capital and employee turnover intentions such that relationship was weaker when intrinsic motivation was high

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23-BA18-5705**A BAKHTINIAN PERSPECTIVE TO O.V. KANIK AND W.H. AUDEN'S POETRY**MS. GAMZE YALCIN¹⁵

This paper aims to elucidate a selected collection of Turkish poet Orhan Veli Kanık and Anglo-American poet Wystan Hugh Auden's poems in the aspect of Bakhtinian Grotesque laughter. Throughout the centuries laughter has preserved its place as one of the most discussed topics. Discussions generally polarize around two different perspectives. While on the one side, there are figures such as Plato, Aristotle, Spencer, Hobbes and Ludovici who embraced negative approach and supported the idea that laughter "a damnable element born of satanic parentage" (Baudelaire,113) , on the other side there are figures such as Reich, Hippocrates, Democritus and Rabelais who celebrated positive approach and embraced the view that laughter is "man's highest spiritual privilege, inaccessible to other creatures." (Bakhtin, 1984:68) The positive approach to laughter reached the zenith with Rabelais and received widespread literary as well as critical attention. Russian philosopher, literary critic, semiotician and scholar Mikhail Bakhtin described this different perspective to laughter as grotesque realism and grotesque laughter in his famous work Rabelais and His World. O.V. Kanık and W.H. Auden are two of the prominent figures of the modern age who made use of elements of grotesque laughter in their poems in an efficient way. Orhan Veli as the "chain breaker, cap dresser, demilitarizer, outdoor bard of the Turkish poetry" (qtd in Kanık, 2016:248) and W. H. Auden as the "psychologist on a political platform ... theologian at a party ... geologist in love" (Everett, 1964: 42) announced the tragic and traumatic events of the modern age in the frame of comic seriousness. Destruction of the Second World War, nihilism of the modern age, financial hard times of common people transformed into bitter sweet pieces of Kanık and Auden's critical minds directed towards all dogmas, limitations, imposed rules and roles, prejudices as well as official subliminal messages. Their poems are always ready to create their own worlds where everything is debased and distorted because as Bakhtin pointed out laughter "cannot be transformed into seriousness without destroying and distorting the very contents of the truth which it unveils." (Bakhtin, 1984: 94) By doing this Kanık and Auden, like Rabelais, intended to liberate people from all interior and exterior censorships, and save them from "thousand of year's fear of the sacred of prohibitions of the past power" (Bakhtin, 1984:94) and present "the world in its gayest and most sober aspects" (Bakhtin, 1984:94)

24-BA19-5706**A READING OF THE MODERN MAN IN MUZEEKA THROUGH EPIC THEATRE DEVICES**MS. KADRIYE BOZKURT¹⁶

Each writers uses distinctive techniques and tolls to reflect their attitudes towards social issues and current developments. Handling the social matters in his plays, Irish American playwright John Guare, who is one of the dramatists influential in development and reshape of contemporary American theatre, gives place to social criticism and satirical depiction of modern man by using comic scenes and ironic description of the events.

Similarly, in his one act play Muzeeka (1968), Guare discusses the serious issues of the world from identity crisis, war, media, to family life; and he uses great effect of Berthold

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¹⁶ Ms. Kadriye BOZKURT, Research Assistant, Manisa Celal BAYAR University.

Brecht's Epic theatre with its shocking and questioning theatrical methods. So, in this paper, the depiction of main character Jack Argue's life and dilemmas that is presented with epic theatre techniques and the microcosm of the common struggles of modern man will be analysed.

Key words: Brecht's epic theatre, modern man, social criticism.

25-BA25-5560

SCAPEGOATING AMONG MOTHERS OF CHILDREN WITH PROBLEMATIC BEHAVIOR

DR. K.GAMZE YAMAN¹⁷ AND DERYA ERYIGIT

Scapegoating is the act of blame and punish a person or a group for a negative outcome. Throughout history it is seen that people tend to blame ethnic and religious groups for big misfortunes. Social psychology describes scapegoating's motives under two titles: a) minimizing feelings of guilt over responsibility of the negative outcome and b) obtaining a clear explanation for a vague negative outcome. People tend to use scapegoating in different aspects of life and it is also seen through mothers of children with problematic behavior. Coping with the outcome of their children's problematic behavior is really hard for mothers and it brings guilt, desperateness, anger, fear of the future. It is really important to assess how mothers evaluate the situation and what sort of schemas that they develop for their children's problematic behavior. We believe scapegoating is an important factor in mother's schemas about their children's behavior and in order to assess these schemas it is important to reveal the process of the creation of these schemas. The aim of this research is to bring out scapegoating among mothers of children with problematic behavior. In order to gain data 10 mothers whose children between the ages 7-10 are reported to school counselor for problematic behaviors at school will be interviewed by semi structured questionnaire that consists 7 questions which is developed by the researchers. NVIVO qualitative analysis program will be used for analyses of the data.

26-BA07-5633

TEACHERS' ATTITUDES TO THE TEACHING OF MANDARIN IN SOUTH AFRICA

PROF. SANDISO NGCOBO¹⁸

The Constitution for the Republic of South Africa (Act 108 of 1996) embraces language as a basic human right, and multilingualism as a national resource. Multilingualism is particularly embraced because of the 11 official languages and sign language that the country has. In addition to local languages, the Constitution encourages the development and learning of foreign languages. One latest foreign language to be given recognition by the Department of Basic Education (DBE) in 2015 is Mandarin, a Chinese language, for incremental implementation as a non-official optional language from 2016 in primary schools. Mandarin's recognition was however not without any debate on the role of foreign language in South Africa. One of the stakeholders at the centre of the implementation of this latest foreign language to be recognised, whose voice has not been directly heard, except through the teachers' union, are teachers. Hence, the aim of this article is to examine the teachers' attitudes on Mandarin in South African schools, its teaching and learning by both teachers and learners.

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The methodology adapted in the collection of data is quantitative in that a questionnaire was completed by primary school student teachers who were in their final year of study at a South African university. The results indicate mixed attitudes with more appearing to be not fully supportive of this move by the DBE. While the majority of student teachers admit being ready and adequately trained to teach a foreign language such as English, they however doubt and disagree that they would be able learn and teach Mandarin after the proposed three months training. Moreover, they do not share the same sentiments that are expressed at political level about the significance of Mandarin for trade and globalisation. The findings suggest a need for the DBE to rethink this plan and the training to be provided to teachers. There would need to be some consultation to ensure a greater teachers' support as the project continues to be piloted and implemented in more schools across the country.

29-BA04-5343

AN INTERGENERATIONAL STUDY OF IRANIAN MIGRANT FAMILIES IN AUSTRALIA: EXPLORING LANGUAGE, IDENTITY, AND ACCULTURATION

MR. ALIREZA FARD KASHANI¹⁹

This study reports on the experiences and attitudes of six Iranian migrant families, from two groups of asylum seekers and skilled workers, with regard to their language, identity, and acculturation in Australia. The participants included first generation parents and 1.5-generation adolescents, who had lived in Australia for a minimum of three years. For this investigation, Mendoza's (1984, 2016) acculturation model as well as poststructuralist views of identity were employed. The semi-structured interview results have highlighted that Iranian parents and adolescents face low degrees of intergenerational conflicts in most domains of their acculturation. However, the structural and lawful patterns in Australia have caused some internal conflicts for the parents, especially fathers (e.g., their power status within the family or their children's freedom). Furthermore, while most participants reported 'cultural eclecticism' as their preferred acculturation orientation, female participants seemed to be more eclectic than their male counterparts who showed inclination towards keeping more aspects of their home culture. This finding, however, highlights a meaningful effort on the part of husbands that in order to make their married lives continue well in Australia they need to reconsider the traditional male-dominated customs they used to have in Iran. As for identity, not only the parents but also the adolescents proudly identified themselves as Persians. In addition, with respect to linguistic behaviour, almost all adolescents showed enthusiasm to retain the Persian language at home to be able maintain contacts with their relatives and friends in Iran and to enjoy many other benefits the language may offer them in the future.

30-BA24-5688

HIERARCHICAL SOCIAL CLASS SYSTEM IN SAUDI ARABIA: THE SAUDI WOMEN'S NOVEL, PRE-1990

MR. IBRAHEM ALMARHABY²⁰

This paper examines the motivations for the prominence of the hierarchical social class system in Saudi Arabian society as the main issue in the Saudi women's novel before 1990. During this early literary phase, Saudi women novelists raised this culturally and socially significant

¹⁹ Mr. Alireza Fard Kashani, PhD Candidate, Deakin University.

²⁰ Mr. Ibrahim Almarhaby, PhD Student, The University of Manchester.

and sensitive issue in their texts, particularly the ways in which it was employed against women. Why was this reflected as the main issue in such texts rather than more specifically patriarchal or religious concerns?

The investigation is observed from the analysis of three samples that have the social lineaments of the most important and productive Saudi female novelists in this period. Samīra Khāshuggī is characterized by her productivity as she published six novels, and as the pioneer of the Saudi women's novel, being the first Saudi female novelist. Hudā al-Rasheed and Amal Shaṭa represent the artistic development of Saudi women writers, by contrast with previous novelistic output which is generally considered inferior by Saudi literary critics. The thematic approach is adopted as it is one of the most open approaches, due to its ability and flexibility in the analysis and description of literary texts. In addition, since the paper treats fictional literature as an authentic vehicle for Saudi women to express their needs, concerns and potentially highly controversial ideas, the methodology adopts the practical tools: descriptive and analytical. They can help in reading the novels critically as well as uncovering the novelists' reasons for writing these novels. The paper finds that the early novels discussed the social class system as a form of rebellion and reaction against the patriarchal social traditions and habits of Saudi society. In addition, the theme of marriage exists prominently as the umbrella for these discussions. Further, such highlighting of this important issue coincided with the popularity of melodrama and romance along with the trend towards realism in Egypt which dominated Saudi literature in general, regardless of the writer's gender.

31-BA03-5378

PRIMO CONTATTO: A POSTCOLONIAL ANALYSIS OF ANTONIO PIGAFETTA'S ACCOUNT OF THE "FIRST VOYAGE AROUND THE WORLD"

MS. JILLIAN LOISE MELCHOR²¹

Antonio Pigafetta joined Ferdinand Magellan's expedition of 1519-1522. His account is among the earliest sources providing insights into pre-colonial Philippine society. The researcher studied said account in the original Italian.

The study's framework draws from two literary critics: Resil Mojares, whose essay *The Islands According to Pigafetta* (2002) expresses the need to examine the literary elements that pervade Pigafetta's narrative; and Edward Said, whose seminal work *Orientalism* (1978) argues that the West's production of knowledge about the Orient is highly motivated.

The first part of the analysis details the observant function of the narrator, who focuses his observation on two aspects of the indigenous community: its territory (the narrator as surveyor) and its culture (the narrator as ethnographer). As surveyor, he provides detailed geographical descriptions of the indigenous territory, mapping it economically to illustrate its potential worth for the colonial enterprise. As ethnographer, he adopts a tone of objectivity in describing the indigenous culture, rendering his text authoritative.

The second part examines how Pigafetta constructs the 'Filipino' native as Other. It suggests that Pigafetta subjects the 'Filipino' native to an understated form of othering, unlike his extreme othering of the other indigenous peoples encountered during the expedition. In describing the 'Filipino' native, Pigafetta does not maintain the binary opposition between the "civilised" European and the "savage" Other, suggesting at times some similarity between the two. Nevertheless, the 'Filipino' native remains Other, hence ontologically inferior to his European counterpart.

Pigafetta paints a portrait of a peaceful people predisposed to leisure that is willing to accept Christianity. This characterization rendered them an ideal people to colonise. It is an

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ideological strategy that ultimately served a material purpose, i.e. colonial occupation in the guise of a “civilising” mission. It can thus be said that Pigafetta’s account of the first voyage around the world, an text that produced knowledge about the ‘Filipino’ natives, and therefore made them accessible to the West, is an indispensable text to the process of Philippine colonisation.

33-BA06-5483

TRANS-BORDER MUNICIPAL PARTNERSHIPS AS TOOLS FOR SUSTAINABLE DEVELOPMENT. INSIGHTS FROM TWINNING AGREEMENTS IN SOUTHERN AFRICA

MS. SHYLET NYAMWANZA²²

The study was motivated, by the need locate the role of municipal partnerships across different countries to enhance spatial development. The study assessed the impact of trans-border spatial development cooperation with respect to a twinning agreement that was signed in 2004 between two adjacent local municipalities, from South Africa and Zimbabwe. It analysed the extent to which the twinning agreement achieved its objectives in terms of spatial development. The process of assessment involved evaluating the achievements of cooperation objectives against a predetermined criteria. This included a systematic collection of data on selected indicators to ascertain the extent of progress made towards the achievement of twinning goals and objectives. The assessment revolved around six specific objectives using a trans- border twinning performance evaluation survey approach. The implementation of the agreement was assessed in terms of desirable outcomes, inputs required, the implementation process involved in terms of effectiveness and efficiency, outputs in terms of targets achieved, challenges, impact with respect to spatial development and whether the planning process was effective. Research questions were investigated via key informant interviews, questionnaires and direct field observations with the aid of an impact evaluation survey approach. The study outlined the evidence of what the twinning agreement achieved and what was not achieved, thereby determining its impact. The study showed that the challenges faced in municipal twinning agreements range from institutional and structural to financial. On the basis of the research findings, we can conclude that the Musina-Beitbridge twinning agreement of 2004, needs to be revived, because they do not have a concrete implementation plan. Joint coordination meetings are no longer being conducted, benchmarking exercises were not conducted, the goals were not time-bound, no standalone budget is available, no central secretariat, some local residents are not aware of the twinning’s existence. At the end the study recommended a strategic trans-border implementation framework which addresses initial planning provisions, resource allocation, stakeholder participation and ensuring that targets are achieved as well as mitigating risks.

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