

## **Development of a model on technology-enabled service encounters in hotels**

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### **Abstract**

In this study, a new model on technology-enabled services encounters in hotels has been developed in two phases. In the first phase, an existing model developed by Aguayo et al. (1997) was used as the foundation framework to develop a new model reflecting various service encounters. Interviews of experts from hotel industry were conducted in the second phase which led to further development and validation of the proposed model. The new model on technology-mediated service encounters comprises six major service encounters information & query, booking, check-in, stay, conference room & business centre, and check -out. This proposed model makes a valuable contribution towards existing literature and guides the hotel industry in decision-making and devising of suitable strategies.

## **Personal Variables and Attitude of Youths to Lassa fever Preventive Practices in Bwari Area Council Abuja, Nigeria: Counseling Implications**

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### **Abstract**

The study investigated the influence of personal variables on the attitude of Youths in Bwari Area Council Abuja, Nigeria to Lassa fever preventive practices. The study used the descriptive survey design. Using the snowball sampling technique proposed by Jones (1997) and used by Denwigwe and Ezekwe (2017), a sample of 200 youths was selected from the study area. Four hypotheses were formulated for the study and tested at 0.05 level of significance. A researcher-made questionnaire known as the personal variables and attitude to Lassa fever preventive practices questionnaire (PVALPPQ) was used as the instrument for data collection. The population t-test and independent t-test were the statistical techniques for data analysis. Findings revealed that the attitude of youths in the Bwari Area Council Abuja, Nigeria to Lassa fever preventive practices was negative, gender did not significantly influence youth's attitude while youths' education status and family type influenced youths' attitude to Lassa fever preventive practices. Counseling implications were stated such as the need to counsel youths on the strategies for Lassa fever disease prevention.

## **Cultural influences on buying behaviour – An empirical study among the Nepal and Nigerian students of engineering colleges**

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### **Abstract**

Envisioning human behaviour involves abundant efforts and time and culture will have the boundaries within the behavior and manifested. This study aimed to analyze the influence of culture on purchasing behavior among 263 Nepal and Nigerian college students in buying decisions who were studying in India and opinion obtained through questionnaire. Tools like Structure Equation Modeling , Anova , “t” - test , Regression and Correlation analysis were applied and the findings revealed that the family and friends were having greater influence on purchasing behavior and demographic variable “ Income of the parent” significantly influenced the buying behavior among the students . Marketers need to offer products and services on par with the expectations of potential buyers based on their tastes, likes and dislikes of Multicultural environment

## **Re-inventing Nehru as an Indian English Writer**

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### **Abstract**

In many of the heated political debates taking place in India today, most particularly in the aftermath of the renewed India-Pakistan-China stand-offs, much of the virtue Nehru stood for has been relegated to the ground. Many of us tend to forget that Nehru has other identities to be celebrated by the Indians including that he was one of the pioneers of Indian writing in English. He was a litterateur a class apart for his great love for humanity, profound knowledge of India and of world-history, his passion for making India a developed country and his inimitable style of writing in English which the British might also envy. The present paper is a humble endeavor to highlight the traits of Nehru as an Indian English writer with special reference to his literary masterpieces--- An Autobiography, Glimpses of World History and Discovery of India. His identity as an Indian writer in English is particularly marked by his letters written to his daughter Indira and hence, this paper underscores this facet of Nehru of writing letters with great penchant. An endeavor has also been made to highlight some hallmarks of Nehru as an Indian English writer.

## **Access to financial services: an examination of the role of ICT infrastructure**

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### **Abstract**

This paper investigated the importance of digital inclusion through ICT infrastructure for the deepening of financial services sector. It examined the theoretical perspectives on how ICT infrastructure has contributed to economic growth and financial sector development focused attention on digital inclusion and its capacity to enhance access to financial services. The Autoregressive Distributed Lag Model was adopted in examining the relationship between digital inclusion and financial inclusion. Using data on a developing economy-Nigeria- we found out that investment in ICT infrastructure which improves digital inclusion brings digital financial services closer to the people even as more people have access to ICT. Specifically, savings mobilization and access to financial services are significantly influenced by mobile phone penetration while broadband penetration exerts positive significant impact on access to financial services and access to credit. We therefore proposed some policy recommendation to improve on ICT infrastructure and financial depth.

## **NGOs for the Socio-Economic Development of the Women of Rural Dwelling Households**

**Abraham Ebabu**

### **Abstract**

The study assesses some case studies across India on use of ICT and women empowerment and necessitated the importance of NGO intervention for achieving women empowerment in the wake of new information and communication technologies. The study draws on the experience of Sanchar Shakti project that was sponsored by Government during 2012 in select villages of some states of India. This has highlighted the importance of public investment for social welfare projects that clings to connect women with the meaningful use of ICT. The objectives of the study is to find out how NGOs executed development project and the way they brought change into the personal agency of women. The study attempts to find out if the ICT centric development is fuller or complete enough to enable rural women to feel empowered, if not, then, what are the gaps delineated in ICT centric development in approaching the marginalized women at the grassroots. It would be wrong to underestimate the potentialities of NGOs in creating social capital through which NGOs can emerge out to be a change agent to turn marginalized one into the mainstream of society and economy. The study shows how NGO intervention enables women to be an able entrepreneur and make them financially independent, experience a change in their personal agency.

## **Globalisation and the politics of economic and social development in Africa**

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### **Abstract**

Globalization, though seen as the catalyst for social and economic development across the globe, its over bearing influence on national economies particularly in Africa and the rest of other developing economies has led to compromising national sovereignty, institutions of governance, moral rectitude and the plunging of the entire global community into sharp divide between the North and the South with the North having superior advantage over the south as a result of its technological strength. In this paper, the authors identified globalization as a phenomenon used by advanced democracies to hold on to the control of international economies at the expense of developing world through its strong institutions: political, economic, social and cultural. Data for this study was gathered through primary and secondary sources. Primary sources were through structured oral interview and focus group discussion while secondary sources were from documented sources. Data was qualitatively analyzed from 30 respondents drawn from 3 Departments in the University of Calabar – Departments of Political Science, Economics and Social Science Education. The major finding of the study revealed that globalization has great positive and negative impact on social and economic development in Africa.