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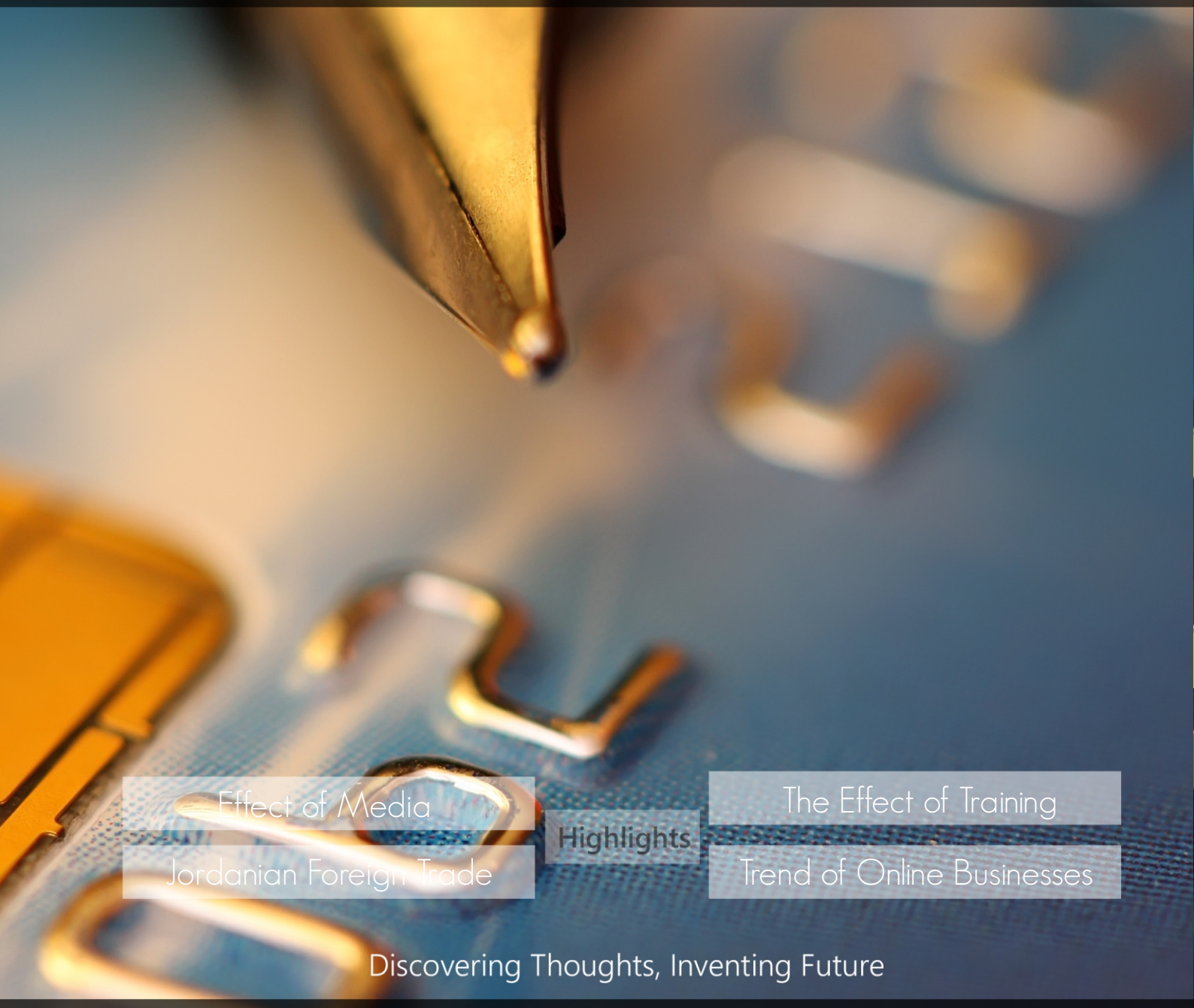

Effect of Media

Jordanian Foreign Trade

Highlights

The Effect of Training

Trend of Online Businesses

Discovering Thoughts, Inventing Future

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An Analytical Study of the Jordanian Foreign Trade (Exports and Imports) Reality for the Period (2000-2011)

By Dr. Waleed Kalf Ali Al- Zoubi, Osama Mahmoud Awad Al Zoubi & Sami Nizar Daif Alla Khasawneh

Al - Balqa Applied University

Abstract - International trade is considered as one of the basic criteria which reflects development reached by the country, and it is one of the tools that achieve and maintain balance since that the structure of foreign trade is specified according to country's economic infrastructure. For example, all exported goods of countries which depend on agricultural sector will be raw materials and agricultural products. As a result, deve-lopment process in these countries will be followed by changes in foreign trade structure.

In this study, we are going to examine improvements that happened in Jordanian international trade components, and their geographical distribution, which shows the economic relationship between Jordan and the external universe.

Keywords : *foreign trade (ft), export (e), import (i), commodity mix (cm), balance of payments (bop), free on board (fob), cost insurance and freight (cif).*

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An Analytical Study of the Jordanian Foreign Trade (Exports and Imports) Reality for the Period (2000-2011)

Dr. Waleed Kalf Ali Al- Zoubi [α], Osama Mahmoud Awad Al Zoubi [σ] & Sami Nizar Daif Alla Khasawneh [ρ]

Abstract - International trade is considered as one of the basic criteria which reflects development reached by the country, and it is one of the tools that achieve and maintain balance since that the structure of foreign trade is specified according to country's economic infrastructure. For example, all exported goods of countries which depend on agricultural sector will be raw materials and agricultural products. As a result, development process in these countries will be followed by changes in foreign trade structure.

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Keywords : foreign trade (ft), export (e), import (i), commodity mix (cm), balance of payments (bop), free on board (fob), cost insurance and freight (cif).

I. Introduction

Through 2011, foreign Jordanian trade has achieved clear progress despite economic and political fluctuations in Arab region under Arabic Spring "Al Rabee Al Arabi". Especially, what great Arab countries, that have direct economic impact on Jordan, have witnessed, such as Egypt, Syria, Yemen, Libya and Tunisia. Jordan joins with these countries, especially Syria, with strong commercial relationships because of geographical location proximity and individuals and cargos' movement ease between both countries. In addition to what Jordanian interior arena has witnessed of strikes and protests that directly affected the growth of some different economic sectors nearby current economic circumstances in EU countries (Saidam, 2012).

Reality of national economy architecture is reflected by foreign trade indicators which express advancement scale in that economy, adopted polices in different economic sectors, and national economic center and its negotiating position in the field of trade with other world countries (Taleb, 1995).

Jordanian economy is affected by external economic variables, in specific; these happen in Arab region and the Middle East. Conditions in these countries affect Jordan fast and directly since that it depends directly on neighboring Arab and regional markets (Alenaimat, 1999).

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Jordan adopted a trade policy based on principles of economic openness and trade liberalization. In the past few years, extensive efforts were made to open Jordanian economy to foreign trade and investment to increase growth and Jordanians' well-being opportunities. Because of Jordan's geographical site as it occupies the heart of the Middle East, it is considered as a link between many countries in the region. In addition, it has distinctive international trade relations with most countries of the world. Therefore, it became an important trading partner with various countries of the world through "Agreement of Greater Arab Free Trade and bilateral Free Trade Agreements", and fasten ties with world countries by joining "World Trade Organization" and concluding an "Association Agreement with European Union", "Conventions of free trade and Qualified Industrial Zones with United States", "Convention of free trade Arab Mediterranean (Agadir)" and "Free trade agreements" with Association of NAFTA, Singapore, Canada and Turkey. (Ministry of Industry and Trade, 2010).

Trade agreement is defined as: "an agreement between two countries or more to accomplish specific procedures to encourage trade among them", such procedures may include all goods and products or be limited to specific commodities to be agreed upon between parties of convention (Ministry of Industry and Trade, 2008).

Jordan has made successful steps signing agreements of protection and investment promotion and double taxation prevention with Arab and foreign countries to provide an attractive environment for investments along with economic and trade cooperation agreements with business partners in different geographic regions (Economic and Social Council, 2011).

II. Research Problem and Objectives

The continuous deficit in Jordanian trade balance is the main problem in Jordan foreign trade. This deficit shows defect in Jordanian economy caused by inability of productive device and its inability to meet needs of Jordanian people. Such continuing deficits will increase indebtedness which puts obstacles in front of economic development in Jordan.

The aim of this study is to analyze direction and structure of Jordan foreign trade during the period

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(2000-2011), especially that Jordan is undergoing foreign trade liberalization and trying to attract foreign investment with existence of a set of internal challenges and opportunities.

III. The Research Importance

Components of foreign trade (exports and imports) are considered as important issues to be studied to show the relative importance of foreign trade since that components of these two variables are considered as one of economic growth indicators. In addition, investigating geographic distribution of foreign trade among world countries is no less important than its components. It illustrates the extent of national economy's dependence on other countries' economies. The importance of this research comes from the fact that foreign trade is of the main pillars of sustainable development processes of the country, and it is the focus of foreign trade relations.

IV. Methodology

In this study, a descriptive analytical method was adopted to determine components of foreign trade phenomenon and by analyzing statistical data available from Jordanian foreign trade data. Relative importance and percentages are used.

V. Theoretical Framework

Foreign trade is a standard for countries' evolution and balance in meeting their needs by importing and exporting goods to the world. As foreign trade indicators reflect national economy structure. They express development level in that economy, policies pursued in various economic sectors, and its position in the field of trade with world countries.

There are two main prices used in pricing transit goods. First: Free On Board (FOB) price, which includes all expenses incurred on goods until loaded on ship board (or any means of transport) in exporting country port of this item. The price does not include any other unnecessary expenses after loading on board like: shipping and insurance on goods expenses until arrival to the importing country port. Second: Cost Insurance and Freight price (CIF) which includes in addition to elements of FOB, transporting, goods shipping and insurance costs until reaching the port of the importing country (United Nations, 2009).

International trade is related to organizing rules for transmission and exchange of goods and services among countries and within customs territories and regional trade areas. Since the forties of the last century, there has been an international effort to regulate international trade. It crystallized in putting General Agreement on Trade and Tariffs (GATT) to be a tool to create a World Trade Organization in which the triangle of cash regulation and global trade as well as International Monetary Fund and World Bank is completed. Legally, international trade is not subject to WTO agreements only, but to a broad package of agreements, protocols and international norms, such as documents issued by the United Nations Commission on Trade Law (UNCITRAL), regional joint customs agreements, norms and rules of various international trade bodies, particularly International Chamber of Commerce, of course, as well as bilateral trade agreements (WWW. Abahe.co.uk).

We can conclude that international trade occurs among international parties is separated by political borders, trading barriers, regulations, laws, and mechanisms, but not between trading parties in national commercial market.

International trade is considered as a kind of trade focuses on visible commodity mass flows (Exports and Imports) that compose overall reciprocal physical commodity production in international channels between reciprocation parties, on one hand, and on invisible services mass flow (exports and imports) which consist of different kinds of international transportation services, international insurance services, movement of global travel and tourism, international banking services, intellectual property transfer rights, and technology transfer on the other hand (www.arab-ency.com).

VI. Literature Review

Despite of the importance of external trade over world there is no enough researches or papers or authors talked about it this subject.

Lee (1995), found that increased imports of capital and intermediate products, which are not available in the domestic market, may result in the rise in productivity of manufacturing. Wagner (2007), said more active participation in the international market by promoting exports leads to more intense competition and improvement in terms of productivity.

The OECD (2003) conducted a study on the impact that trade had on the average income per population. According to the result, the elasticity of international trade was 0.2 which was statistically significant.

A study by Maizels (1963), discussed the positive relationship between international trade and economic development by a rank correlation analysis among 7 developed countries. He compiled information on industrial countries' that confirmed that even before the Second World War these countries traded mostly among themselves. Nevertheless, those trends were positively associated with growth in manufacturing trade and with the expansion of trade.

Sachs and Warner (1995), constructed a policy index to analyze economic growth rate, and found that the average growth rate in the period after trade liberalization is significantly higher than that in the period before liberalization. Keller (2001), discussed that inter-

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national trade which involves importing intermediate goods of a high quality contributed to the diffusion of technology.

Another study by Besedes and Prusa (2006), on the duration of exports at the product level, they observe that if a country is able to survive in the exporting market for the first few years, the probability of it exporting the product for a long period of time is very high. They further note that the technologically advanced countries tend to have longer duration of export.

Whereas Worz (2004), in her study about foreign trade and economic growth concludes that, on the import side, spillovers via embodied knowledge and other assets are put forward in favor of a positive impact for growth. Also Ferrira & Rossi (2003), have presented evidence on the positive effect of international trade on productivity and economic growth in Brazil. The econometric results of their study showed that the impact of the observed tariff reduction brought a 6% estimated increase in total factor productivity growth rate and a similar impact on labor productivity.

Shotar, Hmaidate, and Moumani (2002), showed in their study entitled " Imports of Intermediate Goods and Growth in Manufacturing Industries: an Empirical Investigation", concluded that imports of intermediate goods have a significant positive impact on the growth and development of the manufacturing industries, and it would not be in Jordan's best interest to completely stop importing intermediate goods.

In their study Hmaidate & Hazaymih (1995), which was about the impact of foreign trade on the manufacturing sector in Jordan concluded that growth rates of gross output in the manufacturing industries are positively affected by the growth of imports of capital and intermediate goods. Their study shows-that an increase by 5.89% in the imported goods results in an increase in the growth rate of the manufacturing industries by 1%.

Finally, Bader (2005), in his study aims at investigating the effect of imports of intermediate and capital goods on economic growth in Jordan during the period 1980-2003. The results of the study were found to be consistent with the results of many studies about the same topic in the sense that the imports of capital and intermediate goods have a positive impact on economic growth through transferring of technology acquired of such imports.

VII. Jordanian Exports and Imports

Despite continuing deficit in trade balance over past several years, it meets sustainable balance of payments from tourism services output, remittances from Jordanians abroad, and private financial flows that are Foreign Direct Investments (FDI). In case trade deficit continued increasing, it may be difficult to control in long term due to increasing imports' prices of oil products and basic foodstuffs (Economic and Social Council, 2011).

The following table shows trade balance development (exports and imports) for the period (2000-2011):

Table 1 : Development of Jordanian foreign trade indicators and trade balance for the period (2000-2011)*

Year	Exports	Imports	Coverage ratio of Exports to Imports %	Surplus or deficit in Trade Balance
2000	1,346,581	3,259,404	41.31	-1,912,822
2001	1,626,732	3,453,729	47.10	-1,826,997
2002	1,963,942	3,599,160	54.56	-1,635,218
2003	2,136,668	4,072,008	52.47	-1,935,340
2004	2,753,024	5,799,241	47.47	-3,046,218
2005	3,049,561	7,442,864	40.97	-4,393,302
2006	3,689,881	8,187,725	45.06	-4,497,844
2007	4,063,641	9,722,194	41.79	-5,658,552
2008	5,633,005	12,060,895	46.70	-6,427,890
2009	4,526,324	10,107,696	44.78	-5,581,372
2010	4,990,117	11,050,126	45.15	-6,060,009
2011	5,684,579	13,440,215	42.29	-7,755,636

Source : Department of Statistics, Department of Foreign Trade Foreign Trade for the years (2000-2011).
**Value in thousands Jordanian Dinars*

Table (1) illustrates value of growth for Jordanian exports In 2001, growth rate was (20.8%) and continued to rise to (28.8%) in (2004). Then, it resumed to decline in (2007) to become (10.1%) and fell to its lowest level in (2009) to (-19.6%). Finally, in (2011) it settled at growth rate (13.9%). Jordanian exports increase is attributed to exports increase to Iraq because of the Iraqi agreement with the United Nations (Oil for Food and Medicine). But Iraq occupation and difficult security conditions led to exports decline. We

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can say that political circumstances surrounding area with international wars and Arab spring has significantly contributed in declining foreign trade in Jordan from time to time.

In addition, table (1) shows the size of Jordanian imports. In (2001), the proportion of imports growth was (6.0%) and increased in (2004) to be (42.4%) which is the highest rate during this period. But in (2007), it declined to be (18.7%) and in (2009) fell to its lowest rate to reach at (-16.2%). And it stabilized at growth rate (21.6%) in (2011). The main reasons behind this swing in growth rates of Jordanian imports was drop in oil prices in 2009 because it forms a high proportion of imports as well as Arab crises and wars because most imports are from Arab countries and non-Arab Asian countries affected by ongoing events in the region.

Moreover, table (1) shows the ratio of exports to imports. In (2001), it was (47.10%), in (2004) it was (47.47%), in (2007) it was (41.79%) and in (2009) it was (44.78%), but it decreased in (2011) to be (42.29%).

As well as, table (1) shows deficit in Jordanian trade balance during the same period. In (2001), the deficit was (1827) million Jordanian dinars. It rose in (2004) to be (3046) million Jordanian dinars and continued to rise in (2007) to be (5659) million Jordanian dinars. Then, the deficit dropped slightly in (2009) in a simple way to be (5581) million JD. However, the size of deficit increased significantly in (2011) to be (7756) million JD.

We can say that this deficit could not be exaggerated to this extent unless global prices increase significantly. This, in turn, has led to raise commodity prices and foreign exchange rates except U.S. dollar against Jordanian dinar. Moreover, continuous migrations due to security situation in Iraq and migrations from other neighboring countries has led to increase demand on goods and services with disability of productive apparatus to increase production which caused the increase in imports.

So, trade liberalization and openness on foreign markets increased size of national exports, but less than ambition, and was accompanied by significant increase in volume of imports, which led to increase deficit in trade balance.

a) Structure of Jordanian Exports

Commodity structure of exports will be analyzed by classifying exports based on the nature manufacturing degree and use, as well as, geographical distribution will be analyzed because these aspects are considered of cornerstones in analysis of exports.

i. *Jordanian Exports by Commodity Group*

Commodity composition of exports reflects the nature of structural productive composition. Diversity of commodity exports components and distribution of its relative importance on large number of exported goods will reduce the risks faced by exports in obtaining benefits from foreign exchange. Otherwise if the number of commodity exports components decrease, this will be an indication of productive apparatus retardation in the country (Alenaimat, 1999). The following table shows percentage of Jordanian exports distribution by commodity croup of total commodity exports:

Table 2 : Relative importance (%) for Jordanian exports by commodity croup for the period (2000-2011)

Year	Raw Materials	Spare Parts	Other Commodities	Total
2000	95.45	4.46	0.09	100
2001	94.12	5.84	0.04	100
2002	95.39	4.55	0.06	100
2003	95.75	4.12	0.13	100
2004	93.86	5.93	0.21	100
2005	92.63	6.82	0.54	100
2006	94.07	5.45	0.48	100
2007	88.95	9.98	1.07	100
2008	92.09	7.12	0.79	100
2009	92.45	7.36	0.19	100
2010	95.95	3.86	0.19	100
2011	96.44	3.37	0.19	100

Source : Department of Statistics, Department of Foreign Trade for the years (2000-2011).

Raw materials Formed most Jordanian exports during (2000-2011). Its proportion of Jordanian exports reached at average (93.93%) during the aforementioned period. Spare parts came secondly in average (5.74%), and then other commodities in average (0.33%). Jordanian exports dependence on raw materials is not a good indicator because prices of this type of export in global markets are low. It is also subject to severe competition in addition to not benefit of its added-value in case of manufacturing such materials. As a result, this makes Jordanian economy vulnerable to changes that may occur in the prices or production of such materials. This also means that Jordanian economy will be a follower to influences and global variables that affect demand on that commodity.

ii. *Exports According to Materials use*

When studying Jordanian exports according to materials use, we note that there is a clear control of consumer goods of chemical industry of (28.4%), textiles (18.1%), metal products (6.7%) and vegetable products (6.6%) (Ministry of Industry and Trade, 2010).

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Table 3 : Relative importance (%) for Jordanian exports by materials use for the period (2000-2011)

Year	Consumer Goods	Durable Goods	Capital Goods	Total
2000	68.98	13.53	17.49	100
2001	71.44	11.69	16.86	100
2002	78.39	8.84	12.77	100
2003	77.37	11.99	10.64	100
2004	77.74	11.63	10.63	100
2005	76.31	12.86	10.82	100
2006	75.25	11.24	13.51	100
2007	72.40	9.34	18.25	100
2008	70.96	8.93	20.11	100
2009	76.18	8.70	15.12	100
2010	80.45	8.66	10.90	100
2011	80.25	7.82	11.93	100

Source : Department of Statistics, Department of Foreign Trade for the years (2000-2011).

From table (3), we find that the range of consumer goods was of average (75.48%) of total Jordanian exports during the period (2000-2011). That indicates superiority of consumer goods of Jordanian exports structure on capital goods in average (14.09%) and durable goods in average (10.44%).

iii. *Geographical Distribution of Jordanian Exports*

We can say that movement of Jordanian exports is clearly heading towards Arab countries and non-Arab Asian countries. This is due to its spatial proximity and trade agreements concluded among them, NAFTA countries and followed by the rest of blocs of countries. Jordanian exports movement to foreign markets in accordance with international blocks can be summarized as follows:

Table 4 : Relative importance (%) of geographical distribution of Jordanian exports to world for the period (2000-2011)

Year	Arab countries	EU states	The rest of the European countries	North American (NAFTA)	South American countries	Non-Arab Asian countries	Other countries	Total
2000	39.90	3.28	0.50	4.20	0.31	34.71	17.10	100
2001	50.35	3.99	0.58	12.23	0.26	26.40	6.19	100
2002	47.59	3.23	0.44	19.64	0.12	24.49	4.50	100
2003	41.30	4.47	0.31	28.11	0.09	21.21	4.50	100
2004	41.03	3.50	1.16	31.43	0.09	18.30	4.50	100
2005	42.63	3.90	0.44	30.97	0.15	19.06	2.84	100
2006	42.63	3.68	0.41	31.27	0.21	19.52	2.29	100
2007	43.77	3.47	0.42	27.79	0.31	21.31	2.93	100
2008	41.73	4.11	0.53	16.82	0.29	33.32	3.20	100
2009	51.59	2.99	0.53	17.33	0.24	24.92	2.40	100
2010	50.46	3.69	1.63	15.96	0.15	24.16	3.94	100
2011	47.07	4.58	0.91	15.83	0.15	27.38	4.08	100

Source : Department of Statistics, Department of Foreign Trade for the years (2000-2011).

Table (4) indicates that Arab countries represent the most important market for Jordanian exports. It comes in the first rank for relative importance and percentage of Jordanian exports to Arab countries in average (45.5%) of total Jordanian exports. Its highest ratio was reached in (2009) of (51.59%). Non-Arab Asian countries come secondly for relative importance of Jordanian exports distribution in average (24.7%). Then, North American (NAFTA) come thirdly for relative importance in average (21.1%).

b) Jordanian Imports Structure

The study of imports structure is very important as that it largely reflects real trends of economic development strategy, used protection methods, levels of world prices, and pursued trade policy which affect structure of commodity imports.

i. *Commodity Imports Composition*

Jordan commodity imports are divided in terms of usage into three main groups. Table (5) below shows that:

Table 5 : Relative importance (%) of Jordanian imports by materials use in the period (2000-2011)

Year	Consumer Goods	Durable Goods	Capital Goods	Total
2000	44.84	29.75	25.41	100
2001	45.57	22.17	32.26	100
2002	49.05	21.08	29.87	100
2003	51.59	18.12	30.29	100
2004	45.40	20.84	33.76	100
2005	39.86	23.10	37.04	100
2006	42.31	22.14	35.55	100
2007	41.52	19.72	38.75	100
2008	43.80	20.20	36.00	100
2009	47.53	22.65	29.82	100
2010	47.77	21.56	30.67	100
2011	53.28	19.09	27.63	100

Source : Department of Statistics, Department of Foreign Trade for the years (2000-2011).

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From table (5), we see the relative importance of consumer goods for total Jordanian average imports during the period (2000-2011) has reached an average (46.04%), which exceeds the capital goods average of (32.25%) and durable goods average of (21.70%). This gives us impression that Jordan is unable to meet its needs with passage of time. This is evident through the previous figures. For example, in (2000), the relative importance was (44.84%) and rose to reach in (2011) (53.28%). Despite its decline in some years, the general trend was towards the increase in imports of consumer goods.

ii. *Jordanian Imports Depending on Materials Nature*

According to the nature of materials, Jordanian commodity imports are classified as shown in the following table:

Table 6 : Relative importance (%) of Jordanian imports by nature of materials for the period (2000-2011)

Year / Imports	Raw Materials	Spare Parts	Other Commodities	Total
2000	83.88	12.39	3.73	100
2001	86.71	11.05	2.24	100
2002	85.51	11.45	3.04	100
2003	87.07	9.66	3.28	100
2004	88.97	8.27	2.75	100
2005	89.12	7.87	3.01	100
2006	91.14	5.92	2.94	100
2007	90.88	6.90	2.22	100
2008	91.83	6.16	2.00	100
2009	87.99	8.77	3.24	100
2010	91.38	5.95	2.67	100
2011	92.29	5.51	2.21	100

Source : Department of Statistics, Department of Foreign Trade for the years (2000-2011).

Table (6) shows the relative importance of Jordanian imports by nature of materials. Raw materials headed in average of (88.32%), where oil was the most prominent of those substances because Jordan is not an oil producer country. Despite Governments' frequent raising of taxes (all kind of taxes) in order to control consumption process and therefore reduce import, we find this item has increased from (83.88%) in (2000) to reach (92.29%) in (2011). Spare parts came in the second place in average (2.78%), and finally, other commodities of average (2.78%).

iii. *Geographical Distribution of Jordanian Imports*

The following table shows geographical distribution of Jordanian imports from the world:

Table 7 : Relative importance (%) of geographical distribution of Jordanian imports for the period (2000-2011)

Year	Arab countries	EU states	The rest of the European countries	North American (NAFTA)	South American countries	Non-Arab Asian countries	Other countries	Total
2000	23.74	32.96	5.34	10.59	2.67	22.05	2.66	100
2001	23.83	32.25	4.98	8.52	3.02	24.19	3.21	100
2002	25.22	29.56	4.46	8.11	2.67	26.75	3.23	100
2003	27.55	27.25	4.10	7.12	2.93	28.16	2.89	100
2004	30.62	24.46	5.05	7.12	1.99	28.91	1.85	100
2005	33.80	24.65	5.22	5.99	1.71	27.28	1.35	100
2006	35.79	23.55	4.18	5.25	1.74	27.95	1.54	100
2007	33.02	24.34	6.15	5.15	2.41	27.73	1.21	100
2008	33.17	21.07	8.26	5.14	2.16	29.06	1.14	100
2009	32.04	21.03	5.91	7.50	2.41	29.62	1.48	100
2010	34.84	20.61	4.30	6.23	2.60	29.80	1.62	100
2011	36.81	20.41	5.87	7.00	2.60	25.52	1.78	100

Source : Department of Statistics, Department of Foreign Trade for the years (2000-2011).

Table (7) shows the relative importance for Jordanian geographical distribution of imports for the period (2000-2011). Jordanian imports from Arab countries ranked first in average (30.84%). It is noticed that Jordanian imports from Arab countries have increased from (23.74%) in (2000) to (36.81%) in (2011). This means that Arab countries are the trading partners for Jordan. Since that Jordanian imports are available in Arab countries (the most important is oil). Next, Non-Arab Asian countries came in average (27.74%) followed by EU in average (24.77%) and NAFTA countries in average (6.98%). European countries came fifth in (5.32%) and then South America countries sixth in (2.41%). The last place was occupied by other countries in (1.99%).

VIII. Conclusions and Recommendations

In the light of present data analysis, the study reached at many conclusions. Jordanian foreign trade went into Arab and non-Arab Asian markets largely and more than other leagues. Volume of Jordanian foreign

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trade is affected by political and economic conditions being experienced in the region, in general, and Arab Spring, in specific. These affected Jordan's external trade performance negatively. Also, exported goods and markets targeted by manufacturers and Jordanian traders are limited. Raw materials formed most of Jordanian exports concentrated in potash and phosphate.

Besides, small size of local market is considered as an obstacle to activation of competition, taking advantage of economies of scale, achieving integration with global economy and opening up to foreign markets. Finally, high prices of oil and its products led to a rise in cost of many commodities, which in turn led to an increase in imports volume.

Limitedness of exported goods and current target markets for Jordanian exports requires reconsideration in exported goods structuring and work to diversify and open up new markets, which help stabilize Jordanian foreign trade since that dependence on few commodities for export makes it vulnerable to instability. It is recommended to attract domestic and foreign direct investment and encourage intermediate and high added value industries to reduce deficit in the trade balance and raise export revenues.

Public awareness of opportunities available within conventions and business partnerships should be increased. Also, implementing bilateral and multilateral agreements signed by Jordan should be continued and activated so as to ensure achievement of desired interest of national export promotion. In addition, it is recommended to increase competitiveness of Jordanian exports to enable them maintain their existing markets and enter new ones by proceeding efforts to improve quality of Jordanian products and reduce production cost.

Encouraging qualified industrial zones to strengthen front and back links with local industries and local supportive activities will minimize intermediate goods import, and thereby maximize value added generated in specific and local industries and activities in general.

Moreover, we would recommend reducing oil and its products import bill through implementing the national strategy for energy conservation to achieve their objectives of reducing energy consumption without affecting the standard of living, and searching for domestic sources of energy in order to reduce production costs to improve competitiveness of Jordan industries in global markets.

Finally, increasing cooperation of Arab States on one hand and Islamic world on other hand is recommended to enable them to face globalization of economy to reduce its negatives and increase their gains to benefit their economy through activation of Greater Arab Free Trade Zone to prepare for the establishment of Arab common market.

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The Increasing Trend of Online Businesses through Social Networks

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Abstract - There is an increased trend of online businesses through social networks. The power of social-media sites is the main reason to promote online businesses. Every business must become an online business. That is, every business needs an online presence of some kind. The purpose of our study is to find out the role of social media on online businesses, the awareness of this trend amongst people and if this trend is beneficial in the near future. A group of 210 people take part in this research through a predesigned questionnaire. According to the results of survey, there is no association between the role of social media on online businesses the percentage of awareness among people of the changing trends and gender. There is association between benefits of online business trend in the near future and gender. By this research, we came to conclusion that people are not much aware about the trend of online businesses through social media but are aware of its benefits in the near future. So, the responses are neutral.

GJMBR-A Classification : *JEL Code: P33*



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The Increasing Trend of Online Businesses through Social Networks

Fatin Tauseef [α], Amir Razi [σ], Iqra Ishtiaq [ρ], Ali Kamran [Ω], Sehrish Muzaffar [¥] & Feryal Saeed [§]

Abstract - There is an increased trend of online businesses through social networks. The power of social-media sites is the main reason to promote online businesses. Every business must become an online business. That is, every business needs an online presence of some kind. The purpose of our study is to find out the role of social media on online businesses, the awareness of this trend amongst people and if this trend is beneficial in the near future. A group of 210 people take part in this research through a predesigned questionnaire. According to the results of survey, there is no association between the role of social media on online businesses the percentage of awareness among people of the changing trends and gender. There is association between benefits of online business trend in the near future and gender. By this research, we came to conclusion that people are not much aware about the trend of online businesses through social media but are aware of its benefits in the near future. So, the responses are neutral.

I. Introduction

"Social networks are effective at increasing participation - by lessening the level of motivation that participation requires." Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interactions. E-Marketer predicts there is a massive 1.43 billion social network users in 2012, representing a 19.2 percent increase over 2011 figures.

Online business is very useful for everyone .And it is a perfect part-time business would have to be very easy to start, require little time and money and no technical expertise, be easy to maintain with just a few hours a week and have a proven track record with a high probability of success.

Social media is transforming the way consumers around the globe make purchasing decisions. Consumers are using social media to listen and learn about other consumers. There's absolutely no doubt that social networks continue to play an increasingly important part in many people's lives. Social media usage varies from place to place and from one demographic. Alongside personal usage, more businesses are taking advantage of the benefits social media sites can offer. This is so true that power of Face book, Twitter, and other social-media sites is one of the main reasons to promote online business. Social media operates differently than any other type of media in the world. Not only is its function different, but what drives social media is also differently. "Social media," as it stands, isn't anything tangible per se. It's a collection of platforms where people meet and mingle and take actions. The popularity of social media is driven entirely by trends. Without these trends to follow, social networks would blend in with other websites out there.

Every business must become an online business. That is, every business needs an online presence of some kind, because the Internet isn't just becoming the primary means by which we inform our buying decisions.

a) Objectives

- To examine the role of social media on online businesses.
- To investigate the percentage of awareness amongst people of such changing trends.
- To evaluate if this trend would be beneficial in the near future.

b) Literature Review

Leitner P, Grecheing T (2008) concluded social networking services offer modern communication possibilities for people by supporting user interaction and data interchange. They analyzed current trends, key functionalities and revenue models of successful social networks. **Kaplan A. M, Haenlein M (2010)** presented 10 pieces of advice for companies which decide to utilize Social Media and indicates that social Media allow firms to engage in timely and direct end-consumer contact at relatively low cost and higher levels of efficiency than can be achieved with more traditional communication tools. **Asur. S & Bernardo A.H (2010)** conducted a

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research in which they tell us how social media content can be used to predict real-world outcomes. In particular, they used the chatter from Twitter.com to forecast box-office revenues for movies. They also find out how Twitter can be further utilized to improve the forecasting power of social media. **Hoffman D.L, Fodor M (2010)** indicates that carefully planned social media campaigns afford phenomenal opportunities for relatively easy and cost-efficient measurement of customers' online investments in a company's brands. **Xiaoyan. H (2011)** conducted a study based on three case companies, Tencent, Facebook, and Myspace. The objective was to build the business model framework for social media services analysis. They apply this framework on these companies and founded that the tencent have the best framework and financial position among these three companies. **Malmivaara. T (2011)** examined the study of consumers' hedonic and utilitarian motivations to use company-hosted Face book pages in relation to the community usage behavior (browsing vs. contribution), and the relationship between usage behavior and purchase intentions and found that hedonic motivations indicate a higher propensity to contribute to the community while utilitarian motivations relate more strongly with only browsing the community page. The results also demonstrated that browsing had a stronger relationship with purchase intentions than contribution. **Edosomwan S, Prakasan S.K, Kouame D, Watson J, Seymour T (2011)** concluded that social networking has become daily practice in some users‟ lives. Social media allowed two-way communication between brands, customers and enabled customers to react to the concerns of the customers. Social media is now a major player in most people's business lives. **Merrill T, Latham K, Santalesa R, Navetta D (2011)** social media makes a whole new world of privacy, security, intellectual property, employment practices, and other legal risks possible. Taking these steps to mitigate the considerable reputational, legal, and operational risks, your company will be in the best possible position to reap the enormous business benefits of social media participation. **Wright E, Khanfar N.M, Harrington C, Kizer L.E (2011)** said marketers should focus more on tailored messages and relationship building with customers. Marketers are encouraged to keep the lines of communication open with consumers in order to create real value for their customers. After all, that is what marketing and social communication is all about—creating value for everyone. **Savio C, Raroque J (2012)** shows that social media offers a compelling opportunity for finance marketers to reach and engage with the valuable audience. Finance companies need to actively engage with their customers. **Segev. S, Elena. M & Rosanna M.F (2012)** conducted a study in which they investigate opinion leadership among bloggers and blog readers and their motivations to blog. Survey data were obtained from a sample of 552 bloggers and readers. Communication for leadership and entertainment motives appeared to be the strongest motivations for bloggers, while entertainment and information-seeking motivated blog readers.

II. Methodology

It was descriptive as well as analytical study which was conducted from February 2013 to April 2013. A group of 210 people take part in this study which was based on four parts. 1st was the demographic portion, 2nd related to the role of social media, 3rd related to the awareness of such changing trends and 4th was related to the evaluation of the benefits of the online businesses in the near future. We have used primary data collection technique for data collection and collected data through questionnaires. We used convenience sampling. The hypothesis we made is as follow:

H1: There is no association between the role of social media on online businesses and gender.

H2: There is no association between the percentage of awareness among people of such changing trends of online business and gender.

H3: There is no association between the benefit of the online business trend in the near future and gender.

III. Results

a) Demographics Results

Gender	Frequency	Percentage
Male	86	41.0
Female	124	59.0
Total	210	100.0

Monthly Income	Frequency	Percentage
Below 20000	89	42.4
20000-30000	35	16.7
30000-40000	25	11.9
Above 40000	61	29.0
Total	210	100.0

Are You Part of Any Social Networking Site (E.G. Face Book, Twitter Etc).	Frequency	Percentage
No	26	12.4
Yes	184	87.6
Total	210	100.0

You use Internet for shopping.	Frequency	Percentage
Never	97	46.2
Infrequently	33	15.7
Occasionally	49	23.3
Frequently	31	14.8
Total	210	100.0

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How long do you spend on social networking sites every day?	Frequency	Percentage
None	29	13.8
30mins-1 hour	79	37.6
1-2hours	32	15.2
2-3hours	23	11.0
3-4hours	14	6.7
4+hours	33	15.7
Total	210	100.0

You use internet for work/business.	Frequency	Percent
never	36	17.1
Infrequently	10	4.8
occasionally	79	37.6
Frequently	85	40.5
Total	210	100.0

The maximum amount you would spend on a single online purchase.	Frequency	Percentage
Below Rs1000	76	36.2
Rs1000-2000	55	26.2
RS2000-3000	26	12.4
Rs.3000-4000	20	9.5
Rs4000-5000	10	4.8
above Rs5000	23	11.0
Total	210	100.0

The study which we conduct was based on the 59% females and 41% males. The income of the 42.4% of people was below than 20000. 87.6% people are part of social networks. 46.2% of people never use internet for shopping. Only 15.7% people use internet for shopping and they are using it infrequently. 37.6% people spend their 30min to 1 hour at internet daily. 40.5% people use internet frequently for work and business. 36.2% says that they purchase products online which have prices below 1000. According to the results of survey, we can say that people are not frequently using internet for online shopping.

Table 1 : Distribution of the role of social media on online businesses among gender

QUESTIONS	MALE										FEMALE										TOTAL	
	SD		D		N		A		SA		SD		D		N		A		SA			
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Shopping on the internet saves time and it is able to shop at any time of the day on the internet.	5	5.8	5	5.8	18	20.9	34	39.5	24	27.9	5	4.0	6	4.8	24	19.4	73	58.9	16	12.9	210	100.0
It is more difficult to shop on the internet.	11	12.8	31	36.0	22	25.6	16	18.6	6	7.0	13	10.5	40	32.3	36	29.0	26	21.0	9	7.3	210	100.0
Delivery time is an important factor in making a decision to make a purchase online.	4	4.7	2	2.3	22	25.6	33	38.4	25	29.1	6	4.8	11	8.9	22	17.7	56	45.2	29	23.4	210	100.0
You prefer online shopping only if online prices are lower than actual prices.	5	5.8	14	16.3	18	20.9	30	34.9	19	22.1	10	8.1	21	16.9	29	23.4	48	38.7	16	12.9	210	100.0
Online shopping is taking place of traditional shopping.	8	9.3	20	23.3	24	27.9	23	26.7	11	12.8	12	9.7	25	20.2	37	29.8	34	27.4	16	12.9	210	100.0
Online businesses are massively increasing its profits and have a. revolutionary role in the market.	1	1.2	7	8.1	21	24.4	38	44.2	19	22.1	6	4.8	11	8.9	33	26.6	63	50.8	11	8.9	210	100.0
The social media playing its role in Enhancing the business of various products through social media.	1	1.2	3	3.5	22	25.6	42	48.8	18	20.9	2	1.6	13	10.5	29	23.4	63	50.8	17	13.7	210	100.0
Business is able to monitor conversations through social media.	3	3.5	6	7.0	20	23.3	39	45.3	18	20.9	5	4	7	5.6	35	28.2	59	47.6	18	14.5	210	100.0

According to the survey which we conduct **39.5% male and 58.9% female are agree** that shopping on the internet save times and it is able to shop at any time on the internet. **36.0% male and 40% female are disagree** that shopping on internet is difficult it means that social media plays important role in online business and it is not difficult to purchase online. **38.4% male and 45.2%female are agree** that delivery time of products is important factor in making decisions for an online purchase. **34.9% male and 38.7% female are agree** that they will purchase products online only if the product price is lower than the actual price of the product. **27.9%**

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male and 29.8% female are neutral that online shopping is taking place of traditional shopping which means that both online and traditional shopping's have their equal importance. 44.2% male and 50.8% female are agree that online business are massively increasing their profits. 48.8% male and 50.8% female are agree that social media playing its role in enhancing the business of various products through social media. 45.3% male and 47.6% female are agree that through social media we are able to monitor the conversation among customers Overall social media is playing positive role in online business and both male and female response lies at the same side there is not opposition among them. (Table: 1)

Table 2 : Distribution of the percentage of awareness among people of such changing trends of online business among gender

QUESTIONS	MALE										FEMALE										TOTAL	
	SD		D		N		A		SA		SD		D		N		A		SA			
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
People prefer buying online rather than buying the same products from the local market.	7	8.1	19	22.1	32	37.2	19	22.1	9	10.5	11	8.9	27	21.8	44	35.5	32	25.8	10	8.1	210	100.0
Social media is playing its vital role in giving awareness to people about the changing trends.	3	3.5	6	7.0	25	29.1	28	32.6	24	27.9	2	1.6	9	7.3	26	21.0	55	44.4	32	25.8	210	100.0
The social media is best for learning, teaching and providing latest trends.	4	4.7	11	12.8	18	20.9	30	34.9	23	26.7	3	2.4	12	9.7	24	19.4	53	42.7	32	25.8	210	100.0
You read new fashion trends regularly and try to keep up to date with the latest fashion trend.	7	8.1	10	11.6	21	24.4	26	30.2	22	25.6	3	2.4	16	12.9	22	17.7	59	47.6	24	19.4	210	100.0
Social media give you the edge for changing trends.	6	7.0	8	9.3	21	24.4	35	40.7	16	18.6	2	1.6	11	8.9	31	25.0	56	45.2	24	19.4	210	100.0
Social media increases awareness of the products among consumers.	3	3.5	9	10.5	12	14.0	38	44.2	24	27.9	4	3.2	7	5.6	27	21.8	64	51.6	22	17.7	210	100.0

According to the results of the survey which we conduct 37.2% male and 35.5% female are natural which shows that people don't only buy online they purchase from the local market as well. 32.6% male and 44.4% female are agree that social media is playing vital role in giving awareness among changingtrends. 34.9% male and 42.7% female are agree that social media is best for providing awareness about latest trends. 30.2% male and 45.2% females are agree that they read fashion trends regularly and try to keep up to date according to the latest fashion trend. 40.7% male and 51.6% female are agree that social media gives you an edge for changing trends. 44.2% male and 51.6% female agree that because of social media they get aware about a lot of products. In other words social media is playing positive role in awareness amongst people of such changing trends of online business and both male and female have responses at the same side there is no opposition among them.(Table: 2)

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Table 3 : Distribution of the evaluation if the online business trend would be beneficial in the near future

QUESTIONS	MALE										FEMALE										TOTAL	
	SD		D		N		A		SA		SD		D		N		A		SA			
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
You prefer to make a purchase online through social media.	10	11.6	9	10.5	28	32.6	29	33.7	10	11.6	6	4.8	32	25.8	44	35.5	30	24.2	12	9.7	210	100.0
The social media plays a better role in advertising various products for online businesses.	3	3.5	6	7.0	19	22.1	36	41.9	22	25.6	9	7.3	13	10.5	24	19.4	53	42.7	25	20.2	210	100.0
Online buying through social media has a bright future.	6	7.0	7	8.1	26	30.2	33	38.4	14	16.3	2	1.6	10	8.1	48	38.7	51	41.1	13	10.5	210	100.0
You can easily give your feedback through social media.	2	2.3	7	8.1	17	19.8	31	36.0	29	33.7	4	3.2	14	11.3	29	23.4	60	48.4	17	13.7	210	100.0
Business can easily identify new product or services (new entry) through social media.	6	7.0	8	9.3	22	25.6	34	39.5	16	18.6	7	5.6	9	7.3	28	22.6	60	48.4	20	16.1	210	100.0
Online businesses have greater favorable perceptions of the brand.	3	3.5	9	10.5	27	31.4	29	33.7	18	20.9	2	1.6	10	8.1	42	33.9	61	49.2	9	7.3	210	100.0

According to the survey results **33.7% male are agree** that they prefer to make purchase online through social media but **35.5% female are neutral** about the online purchase through social media. **41.9% male and 42.7%female are agree** that social media plays a better role in advertising various products for online businesses. **38.4% maleand 41.1% female are agreed** that online buying through social media has a bright future. **36.0% male are agree, 33.7% male are strongly agree and 48.4%female are agree** that in online business we can get feedback easily through social media. **39.5%male and 48.4% female are agreed** that online business can easily identify new product or services (new entry) through social media. **33.7% male and 49.2% female are agreed** that online businesses have greater favorable perceptions of the brand. If we talk about overall response we see that both male and female have responses at the similar side in all variables their views are not opposite. (Table: 3)

IV. Analytical Results

H1: There is no association between the role of social media on online businesses and gender.

Table 4

QUESTIONS	CHI-SQUARE	P-VALUE	REMARKS
Shopping on the internet saves time and it is able to shop at any time of the day on the internet.	10.222	.037	Significant
It is more difficult to shop on the internet.	.818	.936	Insignificant
Delivery time is an important factor in making a decision to make a purchase online.	6.198	.185	Insignificant
You prefer online shopping only if online prices are lower than actual prices.	3.283	.512	Insignificant
Online shopping is taking place of traditional shopping.	.309	.989	Insignificant
Online businesses are massively increasing its profits and have a revolutionary role in the market.	8.862	.065	Insignificant

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The social media playing its role in Enhancing the business of various products through social media.	5.062	.281	Insignificant
Business is able to monitor conversations through social media.	1.937	.747	Insignificant

In this case, the role of social media on online businesses and gender have no association. This shows that both genders males and females response to the same side. It shows that our hypothesis is correct. The statistical values of chi-square and p-value are given in the (Table: 4) which shows that all values are greater than 0.05.

H2: There is no association between the percentage of awareness among people of such changing trends of online business and gender.

Table 5

QUESTIONS	CHI-SQUARE	P-VALUE	REMARKS
People prefer buying online rather than buying the same products from the local market.	.688	.953	Insignificant
Social media is playing its vital role in giving awareness to people about the changing trends.	4.00	.406	Insignificant
The social media is best for learning, teaching and providing latest trends.	2.082	.721	Insignificant
You read new fashion trends regularly and try to keep up to date with the latest fashion trend.	9.336	.053	Significant
Social media give you the edge for changing trends.	4.101	.393	Insignificant
Social media increases awareness of the products among consumers.	6.203	.184	Insignificant

In this case, the percentage of awareness among people of changing trends of online business and gender have no association. Which shows that both responses to the same side. Only one variable have p-value less than 0.05 because majority is insignificant that's why we consider that variables have no association. It shows that our hypothesis is correct. The above (Table: 5) shows the statistical results of chi-square and p-value which are grater then 0.05.

H3: There is no association between the benefit of the online business trend in the near future and gender.

Table 6

QUESTIONS	CHI-SQUARE	P-VALUE	REMARKS
You prefer to make a purchase online through social media.	11.146	.025	Significant
The social media plays a better role in advertising various products for online businesses.	2.815	.589	Insignificant
Online buying through social media has a bright future.	6.294	.178	Insignificant
You can easily give your feedback through social media.	12.020	.017	Significant
Business can easily identify new product or services (new entry) through social media.	1.670	.796	Insignificant
Online businesses have greater favorable perceptions of the brand.	11.388	.023	Significant

In the case regarding the benefits of online business trend in the near future and gender some variables have association and some of them have no association it means that in some cases both male and female have same responses and in some cases have opposite responses. In the (Table: 6) the values of chi-square and p-values are given half shows that there is no association between online business trend in the future and gender because these are grater then 0.05 and half of them shows that there is association between online business trend in the future and gender because these are less than 0.05. This shows responses are neutral.

V. Conclusion

According to the responses, we can say that people are not frequently using internet for online shopping. Overall social media is playing positive role on online business and both male and female response lies at the same side there is not opposition among

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them. In other words social media is playing positive role in awareness amongst people of such changing trends of online business and both male and female have responses at the same side there is no opposition among them. Social media is playing positive role on online business and awareness amongst people of such changing trends. If we talk about overall response we see that both male and female have responses at the similar side in all variables their views are not opposite. By this research, we came to conclusion that people are not much aware about the trend of online businesses through social media. The case regarding the benefits of online business trend in the near future and gender some variables have association and some of them have no association it means that in some cases both male and female have same responses and in some cases have opposite responses. This shows responses are neutral.

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The Effect of Training on Employee Retention

By Waleed Hassan, Amir Razi, Rida Qamar, Rida Jaffir & Sidra Suhail
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Abstract - Our study is related to the concept of employee retention which is heavily dependent on job training. Job training is one of the most important factors in retaining employees in the organizations. Our major focus is on the key variables: training, types of training and duration of training. Intervening variables are rewards and supervisory support to the employees. This research is conducted on a sample scale of 100 from Telenor, Telecommunication sector. The survey showed the result on job training and employee retention. It was a gender wise collection with the further distribution and comparison with the key variables and intervening variables. According to the findings of research, female and male employees have their interest in participating in training. Rewards and supervisory support is found to be the demand of employees irrespective of female or male.

GJMBR-A Classification : *JEL Code: P36, M53*



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The Effect of Training on Employee Retention

Waleed Hassan [α], Amir Razi [σ], Rida Qamar [ρ], Rida Jaffir [ω] & Sidra Suhail [¥]

Abstract - Our study is related to the concept of employee retention which is heavily dependent on job training. Job training is one of the most important factors in retaining employees in the organizations. Our major focus is on the key variables: training, types of training and duration of training. Intervening variables are rewards and supervisory support to the employees. This research is conducted on a sample scale of 100 from Telenor, Telecommunication sector. The survey showed the result on job training and employee retention. It was a gender wise collection with the further distribution and comparison with the key variables and intervening variables. According to the findings of research, female and male employees have their interest in participating in training. Rewards and supervisory support is found to be the demand of employees irrespective of female or male.

I. Introduction

In global context, employee retention is considered immensely important. Most of the companies are judged on the basis of their turnover rate. The rate of turnover affects the performance of an organization. Low turnover ensures that organization is retaining their competent employees by providing them superior environment which increases the performance of individual employee.

Globally there are few companies like; SAS General Mills has a turnover rate of 2%, SC Johnson & Sons, Intel, meridian health and national instrument has the turnover rate of 3%. It means that these multinational companies are retaining their employees while ensuring their high performance.

Training is one of the most important factors in retaining employees in these organizations. By knowing the factors of retention or the effect of training on retention this study can help those organizations to retain their employees which has high turnover rate.

The study will check the effect of training on retention of employees. In our study retention is dependant variable while training is independent variable with sub independent variable as types of training and outcomes of training and intervening variables are rewards and supervisory support. We have studied the extent of training effect on employee retention with the involvement of mediating variable. The study checks the effect of independent and mediating variables on the dependent variable.

Supervisory support, rewards, importance in the organization and training are some of the key variables associated with employee satisfaction while working in a particular firm. Employee satisfaction leads to employee retention whereas employee dissatisfaction leads to high turnover. We have chosen Telenor, Pakistan for the sampling purpose to collect data from current employees.

a) Problem Statement

To what extent training and development of employees has been successful in creating the retention of employees?

b) Purpose of Study

Our purpose of study is to find out the effect of training on retention and the nature of difference between two variables.

c) Research Objectives

The objectives of our study are:

- To identify the factors affecting high turnover of employee.
- To identify the effect of training, its type and duration on retention.
- To identify the extent by which supervisory support and rewards affect employee retention.

d) Literature Review

According to (Newman et al., 2011) in their study, the researchers in multinationals of Chinese service sector studied and examined the effect of training on organizational commitment which will eventually effects employee turnover. Data was collected from 437 Chinese employees working in 5 different multinationals of China. These individual employees highlighted that training serves as a tool to enhance the commitment with organization. Because from training, they get an idea that they are an important asset for organization.

In his their study (Bashir et al., 2009) the employees are the most important part of any organization because they are the one who produce or deliver their products or services. If the employees will retain in the organization for longer time and does not change quickly so the organization will be benefited from this. It's important for employers to retain their employees and to do this they must know how an employee can remain in the company. According to previous studies several factors are considered important in retaining employees. The factors which have a direct affect on employee retention are career opportunities, work environment, and work life balance. People will work more enthusiastically if they feel the

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sense and feeling of pride in their work. The reasons which affect employee decision to remain in the organization are work environment, reward, growth and development and work life balance.

Career development opportunities and training have a direct effect on employee retention. Career development is a system which is organized and it's a planned effort of achieving a balance between the career needs of individual and the organization's workforce requirement. The challenge for the HR professionals is to develop and identify the career development strategies and train them which would improve the commitment of employee and he or she would feel that they are being given importance. This will help organization to retain employees and they will be more motivated to work hard and enthusiastically which will help the organization to achieve their goals effectively and efficiently.

The efforts which HR professionals should do for creating career development opportunities and train them and making employee satisfied and retain them in organization. Creating opportunities for promotion within the company and also proving opportunities for training and skill development that help employee to improve. Lack of training and promotion opportunities were the main reason the high performing employees to leave the company.

According to (Anis et al., 2010) In this age when the technology is changing so rapidly that any skill becomes obsolete in quick time and to keep pace with the evolving technology every company who wants to remain competitive need to give training to their employees to remain competitive. They need to develop their employees' skills. Training is defined as the planned intervention that is designed to enhance the determinants of individual job performance. Training must be need based that is the organization should first conduct the analysis and assessment that whether the training is needed or not. For this performance assessments are required which will give idea to the company that whether the training is required and what the areas which need training are. Training is an important part of various HRM practices, which are used for retention and development of employees due to these different kinds of training given to employees, like on-the-job training, vocational training, general and specific training.

Villegas (2006) explained that training has a direct relationship with employee retention. Training helps organization to increase employee retention and decrease turn over. When employees are ingoing process of training, they feel that organization is interested in them and want to develop their career. He feels that organization consider them so important and capable, that's why the employer is investing on them. This leads to employee retention but training is not enough to retain employees. Coaching or support of management adds real value to retention. Suppose if an employee learnt a lot in training session but when it comes to apply it in job, the manger or supervisor shows very little interest to support him/her, this will discourage the employee. So employee cannot take benefit of training program. And eventually this will leads to dissatisfaction of employee.

According to (Rana (Bashir, Tirmizi, Noor, & Shoaib, 2009) et al., 2009) Indus journal of management and social science, after doing the survey from the telecom industry of Pakistan, the results have showed that salary, working environment and the benefits (rewards) are three factors which affect the employee turnover and correlated with each other. This study also faces some limitations, which included time constraints and the resource constraints. This study also found support for the independent variable with employee turnover. The negative correlation has been found for the salary, benefits and work environment. So organizations need to focus on how to reduce strains in the workplace and salary plans.

(samganakkan, 2010) In his article he identified how the human resource management practices such as training, appraisal etc effect the employee, their intention to stay and their motivation. According to his research training is an important determinant of employee motivation and retention. He identified that compensation should be such which force the employees to stay in the organization as retention is an important matter for the organizations effectiveness. The company to become a good employer and also to succeed it is important that they keep their turnover rate low and for this purpose he identified that compensation is one of the important things to keep employees motivated and retain.

Holtom et. al. 2005 states that numerous organizations around the world bear the cost of high turnover rate. The cost high turnover rate is in the form of expense which is required in new hiring, training, etc. On the other hand, cost of losing talented employees is unbearable at times which prove costly in the long run. The researchers (Holtom et al.) have analyzed the major reasons behind high turnover rate of organizations. The major reasons as collectively defined as shocks. The reasons include mergers, transfers, changes in marital status of employees, better job offer, argument with boss, scandals, downsizing and diversification.

II. Methodology

This was an analytical study which was conducted from March 2013 to April 2013. 100 survey questionnaires were distributed among employees at Telenor through predesigned questionnaire. This questionnaire has four sections. First section is related to job training, second section contains questions regarding duration of job training, third section is regarding rewards and fourth sections contains

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questions about supervisory support's role in relevance to employee's job training. In this survey all 100 samples were received with 100% feedback.

III. Results

The survey showed the result on job training and employee retention. It was a gender wise collection with the further distribution of age and monthly income. It was a two way distribution among males and female. 58% of male and 42% of female attempted the questionnaire and shared their views on employee retention. (Shown in table #1)

Table 1 : Distribution of gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	42	42.0	42.0	42.0
	male	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

For employee retention, training plays the most important role. Questions related to training were asked in the questionnaire. The response to "off job training" from females was 16.7% disagreed and 31% agreed whereas from males 20.7% disagreed and 37.9% agreed. Employees provided the feedback regarding "on job training" arouses loyalty towards the organization from female 7.1% disagreed and 38.1% agreed whereas from male 3.4% disagreed and 44.8% agreed. Females 9.5% disagreed and 42.9% agreed whereas male 10.3% disagreed and 36.2% on job training ensures employees importance in the organization. From female 0.0% disagreed and 31.0% agreed whereas from male 5.2% disagreed and 34.5% agreed to job training is beneficial. Females 11.9% disagreed and 31.0% agreed to job training creates positive difference whereas male 3.4% disagreed and 43.1% agreed. Female 9.5% disagreed and 47.6% agreed that job training is helpful in developing professional skills whereas male 8.6% disagreed and 37.9% to it. 9.5% female disagreed and 40.5% agreed whereas male 6.9% disagreed and 27.6% agreed that training is an on job motivational factor. Total frequency is shown in table 2;

SD = Strongly Disagree D = Disagree N = Neutral
A = Agree SA = Strongly Agree

Duration of job training on employee retention has effect on employee performance which owns females as 11.9% disagreed and 25.7% agreed whereas males 15.5% disagreed and 34.5% agreed. (Shown in table 3)

Table 3 : Distribution of Training Duration

Table #3	Distribution of Training Duration									
	Female					Male				
Question	SD	D	N	A	SA	SD	D	N	A	SA
Duration has its effects on Job Training outcomes	4.8	11.9	21.4	25.7	26.2	5.2	15.5	24.1	34.5	20.7

The study also contains the analysis on rewards. Whether rewards help the employees to be loyal with the organization or not has been determined from the survey. It showed 0.0% females disagreed and 31% agreed whereas 3.4% males disagreed and 31.0% agreed. Females 16.7% disagreed and 38.1% agreed whereas male 17.2% disagreed and 17.2% agreed that financial rewards are more preferred than non financial rewards. (Shown in table 4)

Table 4 : Distribution of Rewards

Table #4	Distribution of Rewards									
Questions	Female					Male				
	SD	D	N	A	SA	SD	D	N	A	SA
Rewards help you to be loyal with the organization	4.8	0.0	14.3	31.0	50.0	6.9	3.4	19.0	31.0	39.7
Financial rewards are more preferred rather than non-financial rewards	0.0	16.7	7.1	38.1	38.1	8.6	17.2	25.9	17.2	31.0

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Employees provided their feedback regarding supervisory support's role in making them stay at the particular organization. 11.9% females disagreed and 45.2% agreed whereas males 8.6% disagreed and 41.4% agreed to this question as shown in table 5.

Table 5 : Distribution of Supervisory Support

Table # 5	Distribution of Supervisory Support									
Question	Female					Male				
	SD	D	N	A	SA	SD	D	N	A	SA
Supervisory support plays a key role in making you stay and work in the organization	0.0	11.9	28.6	45.2	14.3	5.2	8.6	29.3	41.4	15.5

The overall results from the research show that high proportion of male employees are willing to go under training, more preferably "on job training". Both male and female employees consider that duration defines the effectiveness of training programs. Rewards, especially financial rewards have received highly positive feedback from the females. Supervisory support has also a crucial role to play in employee retention according to the research findings. Female employees consider supervisory support and financial rewards more important for them as compared to men.

IV. Conclusion

According to our study and research, we conclude with the responses gained by distributing questionnaires among current employees in the telecommunication sector. It is clear that most professionals, both men and women want to have job training. In this study, we discovered that job training is necessary for every employee. For the better encouragement and loyalty of employees, organizations should induce reward giving phenomena. In this way, employees are provided with an environment where they are able to embrace career growth and professional skill's development. From the two types of job training, on job training is preferred by employees. Duration of training is also crucial in delivering benefits related to training for the employees. Supervisory support plays a crucial role in increasing the enthusiasm among employees. Every organization must consider job training in their professional conduct as it leads to motivation of the employees. From the read literature, we have determined training, it's types, duration, supervisory support and rewards are the key variables that lead to job satisfaction and employee retention.

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A Comparative Analysis of Effect of Media on the Public in Pakistan

By Talha Ahmed, Fazale Rabee, Amir Razi, Zohaib Asghar, Amad Khalid, Awais Mushtaq & Adil Qayyum

The University of Lahore

Abstract - Our life will remain incomplete without media. The radio, television, newspaper and internet are some forms through which we get information. The common people believe the news given by the media. So, the media should be very careful before giving any news to the public. Aim of the study to check the public perception about media. The research population consist mostly on the students, because we want to check the perception of public about media and our easily reachable public target is our university and we also target the employed people, self-own businessmen and household's women. We used the approach simple random sampling. Our research that we conducted on the impact of media in response to our objectives mostly people are agree with our statements and encourage our topic and research.

GJMBR-A Classification : *JEL Code: L82*



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A Comparative Analysis of Effect of Media on the Public in Pakistan

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Abstract - Our life will remain incomplete without media. The radio, television, newspaper and internet are some forms through which we get information. The common people believe the news given by the media. So, the media should be very careful before giving any news to the public. Aim of the study to check the public perception about media. The research population consist mostly on the students, because we want to check the perception of public about media and our easily reachable public target is our university and we also target the employed people, self-own businessmen and household's women. We used the approach simple random sampling. Our research that we conducted on the impact of media in response to our objectives mostly people are agree with our statements and encourage our topic and research.

I. Introduction

Our life will remain incomplete without media. The radio, television, newspaper and internet are some forms through which we get information. Just like other fields, a vast development is seen in media fields also. The common people believe the news given by the media. So, the media should be very careful before giving any news to the public. They have to cover important happenings, in all the fields, around the world. There is no use in creating emotional feelings among public by exaggerating the happening and giving sensational news. The media persons should be cautions in giving unbiased news to the common persons.

We all are seeking question whether media will change the fate of Pakistan or is it projecting a negative impact on our society. More than 40 private channels are airing in nationally and internationally where political parties come together to defend themselves but none of them seeks the resolution of the issues which every national of Pakistan is facing. Some of the political parties are either blackmailing or funding private channels to support their political status in our country whereas most of the channels are focusing on advertising.

The media covers news of public interest such as political happenings, sports, city news, national news, international news, business, education, entertainment, literature and medical news. The news should satisfy all men, women and children of various age-group and status. To increase circulation of newspapers, the media people should not publish bogus news. Impact of Media on Children Television has the potential to generate both positive and negative effects. Television can be a powerful teacher. Public Television programs stimulate visits to the zoo, libraries, bookstores, museums and other active recreational settings. Educational videos can certainly serve as powerful prosaically teaching devices. Television is an effective way of advertising products to children of various ages. Impact of Media on Children Watching violent television programs and movies increase violent behavior in children. Excessive television watching contributes to the increased incidence of childhood obesity. Excessive television watching may have a deleterious effect on learning and academic performance.

a) Objectives

- What type of role media should play?
- The news of media base on reality or not?

b) Literature Review

Judith Dubois (2002) the media are among the sources of information people count on to would their opinion of the World around them. Based on some topic-related studies, the criminal events that the media decide to report on are not necessarily always those, in actual fact, that are the most significant in terms of frequency, trends or range of offenders involved. **Woodie Flowers (2005)** Media played a vital role in spreading knowledge about education. Perhaps for the first time in our country's history, academia will change quickly as well. If we take full advantage of the opportunities before us today, we could emerge proud of academia's new status. **Kyle Ott, B.S. & Marieke Van Puymbroeck (2006)** The examples and cases above support the premise that media does impact athletic performance. The cases also reveal or recognize that athletes have two choices: 1) they can succumb to the challenges of media distractions, or 2) they can meet the challenges of media. **Claes H De Vreese (2006)** provides evidence on a key assumption in the literature on public opinion formation about European integration the media matter. However, the role of the news media

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in this process is a conditional one. News media mattered only in a situation in which citizens were exposed to a considerable level of news coverage with a consistent evaluative direction. In the case where the news media coverage was considerable in amount and positive in tone we found respondents – in line with expectations – to be gain-seeking and endorse the enlargement of the EU. In the situation where news media messages were less visible and mixed in character we did not find the news media to exert an influence on the dynamics of public opinion formation. Melanie James (2007) the full ramifications of new media for public relations and its continuing evolution are far beyond the scope of this paper. Responding to the demands of emerging media in an environment where traditional media demands on public relations practice are not reducing significantly will be a major area of concern in coming years.

II. Methodology

Research included gathering Primary data. Primary data is the first hand data, which are selected a fresh and thus happen to be original in character. It gives the target population that will be sampled. There were 200 respondents. For this we use the qualitative research and develop a questionnaire. The research population consist mostly on the students, because we want to check the perception of public about media and our easily reachable public target is our university and we also target the employed people, self-own businessmen and household's women. We used the approach simple random sampling we choose the public randomly and give the 230 questionnaire to be fill about the role of media, news of media and the impact of media on public. We get back 210 questionnaire and then we check the questionnaire for error and choose the best 200 questionnaire then we put the data in the SPSS software to analyze and check the correctness of our sample.

III. Findings

A respondent demographic profile is presented in Appendix in Table 1. We use the simple random sampling approach so we pick the respondent randomly. A total of 200 people were involved in this study. In this study 41.5% were female respondent and 58.5% were male respondents. In addition, 200 people were surveyed, 48.5% were between the age of (17-22) years, 27.5% respondents are between the age of (23-28) years, 10.5% respondents are between the age of (29-34) years, 8.0% of respondents are between the age of (35-40) years, and rest of the respondents are above 40 years old. 66% respondents are accounted for students, 10.5% respondents are households/ housewife's, while 4% respondents are self-own businessmen, 9% respondents are employed in different sectors and the rest of the respondent are accounted for other occupations like politicians and jobless.

In Appendix in the Table 2 we have the data related to our questions we take the survey via a questionnaire so we make 10 question according to our objectives our first objective is "what type of role media should play" to get the respondents point of view for this objective we make the 5 question according to this objective our first question "Is media is a reliable source of news" in response 45.3% males respondents are agree with this and 42.2% female respondents also show agree response to this question. Our next question related to the objective is "Are you satisfied with the role of media" in response the highest percentage we got from male respondents is 34.2% are show the neutral attitude about the question on the other hand in response to the same question from female the result are 33.7% respondents are agree with the statement. Our next question "question 3" related to this objective is "Media should encourage the traditional culture values" in response from male area is 38.5% males are agree with the statement and from female area 37.3% females also show the agree behavior in response to this question. Related to the objective our next question "question 4" is "Media should brighten the bad factors in society" in response the highest percentage we got from male respondents is 41.9% are agreed with this statement and on the other hand in response to the same question from female the results are 41.0% respondents are also agreed with the statement. Our next and last question "question 5" related to the objective 1 "Is media can change the perception of public" in response to this question from male is 51.3% respondent are show the agree attitude towards this statement and this is highest percentage we got compare to the previous questions and if we see in the female areas the results are not much different in female sector 33.7% respondents are also agreed with statement. So after 5 question we got the results related to the first objective now we move on the next objective of the research.

In Appendix in the Table 3 we have the data related to our questions. We take the survey via a questionnaire so we make 5 questions for our next and second objective our objective is "The news of media base on reality or not" to get the respondents opinion for this objective we take the survey our first question "Is today media is biased" in response 34.2% males respondent are agree and show the neutral attitude about this question, on the other hand 42.2% females are agree with this statement. Our next question related to this objective is "Media shows the one side of the picture/scenario" in response to this question the highest percentage we got from male respondents is 36.8% are agreed with this statement and on the other hand in response to the same question from female the result are 32.5% respondent also agreed with this

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statement. Our next question is **"Media should verify the news before aired"** in response from the male area **39.3%** respondent are strongly agreed with this statement and in female area **39.8%** respondents are agreed with this statement. Related to this objective our next question is "**Sometimes media aired unconfirmed news related to sensitive issue"** in response to this question we find out that **38.5%** male respondents are agree with the statement on the other hand **34.9%** female respondents are agree with this statement. Our last question about this objective is "**Is media has a big influence on young kids"** in response to this question the highest percentage we got from the male sectors is **39.3%** respondents are strongly agree with this statement and on the other hand in response to the same question from female the results are **48.2%** respondents also strongly agree to this statement.

In **Appendix** in the **Table 4** we want to check the association between our objective and gender. We use the chi Square to find out which value is significant and which value is insignificant so we use the SPSS software for this procedure and we got the result about our first objective is **"what type of role media should play"** we want to find the association so our first question **"Is media is a reliable source of news**" in analysis the chi square value is 8.561 and the p-value is 0.073 which is higher than the confidence level which is 0.05 which clearly indicates that there insignificant in the perception of public about effect of media. Our second question is "**Are you satisfied with the role of media"** the p-value is 0.383 which is higher than confidence level 0.05 so it's insignificant. Our third question is "**Media should encourage the traditional culture values"** the p-value is 0.998 which is higher than the confidence level 0.05 so it's the insignificant. Our next question related to our objective is "**Media should brighten the bad factors in society"** the p-value is 0.561 which is higher than the confidence level 0.05 so it's the insignificant value. Our last question related to our objective is "**Is media can change the perception of public"** the p-value is 0.017 which is less than the confidence level 0.05 so its significant value.

In **Appendix in the Table 5** we want to check the association between objective and gender. We use the chi-square to find out which value is significant and which value is insignificant so we use the SPSS software for this procedure and got the result about our second objective which is **"Media news base on reality or not"** we want to find the association so our question is **"Is today media is biased"** in analysis the chi square value is 9.994 and the p-value is 0.041 which is less than the confidence level 0.05 which clearly indicates that there significant association in perception of public about effect of media. Our next question is ""**Media shows the one side of the picture/scenario"** the p-value is 0.167 which is higher than the confidence level 0.05 so it's insignificant value. Our next question is "**Media should verify the news before aired"** the p-value is 0.086 which is higher than the confidence level 0.05 which indicates that it's insignificant value. Our next question is "**Sometimes media aired unconfirmed news related to sensitive issue"** the p-value is 0.140 which is higher than the confidence level 0.05 so it's insignificant value. Our next and last question is "**Is media has a big influence on young kids"** the p-value is 0.688 which is higher than the confidence level 0.05 which indicates that it's insignificant value.

IV. Conclusion

The research was conducted to check the public perception on the impact of media, role of media and about the reality of news of media. The media has big influence on the public so media should be careful about the news they airing. We develop the questionnaire to check the perception of public so we develop questionnaire and define our objectives. The finding are that most of the respondents are agree with our purpose and give well response to our questions. In our question people said media should be careful about his role, media role is more unbiased and neutral. Because people believe on the news of media without and any doubt. Like Judith Dubois said that "the media are among the sources of information people count on to would their opinion of the World around them".

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Appendix

Table 1 : Demographic Profile of respondents

Variable		Frequency	Percentage
Gender	Male	117	58.5
	Female	83	41.5
Age	(17-22)	97	48.5
	(23-28)	55	27.5
	(29-34)	21	10.5
	(35-40)	16	8.0
	above 40	11	5.5
Occupation	Student	132	66.0
	Businessman	8	4.0
	Household	21	10.5
	Employee	18	9.0
	Other	21	10.5

Table 2 : Distribution of What type of role media should play among the Gende

Questions	MALE										FEMALE									
	SD		*D*		*N*		*A*		*SA*		*SD*		*D*		*N*		*A*		*SA*	
	F	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*
Is media is a reliable source of news	05	4.3	11	9.4	28	23.9	53	**45.3**	20	17.1	06	7.2	09	10.8	09	10.8	35	**42.2**	24	28.9
Are you satisfied with the role of media	15	12.8	20	17.1	40	**34.2**	32	27.4	10	8.5	05	06	11	16.9	25	30.1	28	**33.7**	11	13.3
Media should encourage the traditional culture values	05	4.3	13	11.1	19	16.2	45	**38.5**	35	29.9	04	4.8	10	12.0	14	16.9	31	**37.3**	24	28.9
Media should brighten the bad factors in society	03	2.6	17	14.5	18	15.4	49	**41.9**	30	25.6	06	7.2	09	10.8	14	16.9	34	**41.0**	20	24.1
Is media can change the perception of public	01	0.9	07	6.0	15	12.8	60	**51.3**	34	29.1	05	6.0	06	7.2	21	25.3	28	**33.7**	23	22.7

Table 3 : Distribution of the media news based on reality or not among gender

Questions	MALE										FEMALE									
	SD		*D*		*N*		*A*		*SA*		*SD*		*D*		*N*		*A*		*SA*	
	F	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*
Is today media is biased	08	6.8	10	8.5	40	**34.2**	40	**34.2**	19	16.2	07	8.4	15	18.1	21	25.3	35	**42.2**	05	6.0
Media shows the one side of the picture/scenario	10	8.5	14	12.0	18	15.4	43	**36.8**	32	27.4	04	4.8	18	21.7	18	21.7	27	**32.5**	16	19.3
Media should verify the news before aired	04	3.4	20	17.1	15	12.8	32	27.4	46	**39.3**	05	6.0	10	12.0	15	18.1	33	**39.8**	20	24.1
Sometimes media aired unconfirmed news related to sensitive issue	05	4.3	17	14.5	15	12.8	45	**38.5**	35	29.9	04	4.8	05	6.0	20	24.1	29	**34.9**	25	30.1
Media has a big influence on young kids	04	3.4	06	5.1	18	15.4	43	36.8	46	**39.3**	03	3.6	04	4.8	08	9.6	28	33.7	40	**48.2**

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Table 4 : There is not association between what type of role media should play and gender

Questions	Chi-Square	P-Value	Remarks (Sig/Insig)
Is media is a reliable source of news	8.561	0.073	Insignificant
Are you satisfied with the role of media	4.175	0.383	Insignificant
Media should encourage the traditional culture values	.113	0.998	Insignificant
Media should brighten the bad factors in society	2.978	0.561	Insignificant
Is media can change the perception of public	12.072	0.017	Significant

Table 5 : There is no between media role is based on reality or not and gender

Questions	Chi-Square	P-Value	Remarks (Sig/Insig)
Is today media is biased	9.994	0.041	Significant
Media shows the one side of the picture/scenario	6.469	0.167	Insignificant
Media should verify the news before aired	8.158	0.086	Insignificant
Sometimes media aired unconfirmed news related to sensitive issue	6.917	0.140	Insignificant
Media has a big influence on young kids	2.262	0.688	Insignificant

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Complete support for both authors and co-author is provided.

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Based on potential and nature, the manuscript can be categorized under the following heads:

Original research paper: Such papers are reports of high-level significant original research work.

Review papers: These are concise, significant but helpful and decisive topics for young researchers.

Research articles: These are handled with small investigation and applications

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5.STRUCTURE AND FORMAT OF MANUSCRIPT

The recommended size of original research paper is less than seven thousand words, review papers fewer than seven thousands words also.Preparation of research paper or how to write research paper, are major hurdle, while writing manuscript. The research articles and research letters should be fewer than three thousand words, the structure original research paper; sometime review paper should be as follows:

Papers: These are reports of significant research (typically less than 7000 words equivalent, including tables, figures, references), and comprise:

(a)Title should be relevant and commensurate with the theme of the paper.

(b) A brief Summary, "Abstract" (less than 150 words) containing the major results and conclusions.

(c) Up to ten keywords, that precisely identifies the paper's subject, purpose, and focus.

(d) An Introduction, giving necessary background excluding subheadings; objectives must be clearly declared.

(e) Resources and techniques with sufficient complete experimental details (wherever possible by reference) to permit repetition; sources of information must be given and numerical methods must be specified by reference, unless non-standard.

(f) Results should be presented concisely, by well-designed tables and/or figures; the same data may not be used in both; suitable statistical data should be given. All data must be obtained with attention to numerical detail in the planning stage. As reproduced design has been recognized to be important to experiments for a considerable time, the Editor has decided that any paper that appears not to have adequate numerical treatments of the data will be returned un-refereed;

(g) Discussion should cover the implications and consequences, not just recapitulating the results; conclusions should be summarizing.

(h) Brief Acknowledgements.

(i) References in the proper form.

Authors should very cautiously consider the preparation of papers to ensure that they communicate efficiently. Papers are much more likely to be accepted, if they are cautiously designed and laid out, contain few or no errors, are summarizing, and be conventional to the approach and instructions. They will in addition, be published with much less delays than those that require much technical and editorial correction.



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Metric SI units are supposed to generally be used excluding where they conflict with current practice or are confusing. For illustration, 1.4 l rather than 1.4 × 10-3 m3, or 4 mm somewhat than 4 × 10-3 m. Chemical formula and solutions must identify the form used, e.g. anhydrous or hydrated, and the concentration must be in clearly defined units. Common species names should be followed by underlines at the first mention. For following use the generic name should be constricted to a single letter, if it is clear.

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Acknowledgements: Please make these as concise as possible.

References

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

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- Fundamental goal
- To the point depiction of the research
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- Significant conclusions or questions that track from the research(es)

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- Materials may be reported in a part section or else they may be recognized along with your measures.

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Content

- Sum up your conclusion in text and demonstrate them, if suitable, with figures and tables.
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- Present a background, such as by describing the question that was addressed by creation an exacting study.
- Explain results of control experiments and comprise remarks that are not accessible in a prescribed figure or table, if appropriate.
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- Not at all, take in raw data or intermediate calculations in a research manuscript.
- Do not present the similar data more than once.
- Manuscript should complement any figures or tables, not duplicate the identical information.
- Never confuse figures with tables - there is a difference.

Approach

- As forever, use past tense when you submit to your results, and put the whole thing in a reasonable order.
- Put figures and tables, appropriately numbered, in order at the end of the report
- If you desire, you may place your figures and tables properly within the text of your results part.

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

Discussion:

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- Make a decision if each premise is supported, discarded, or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."
- Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work
- You may propose future guidelines, such as how the experiment might be personalized to accomplish a new idea.
- Give details all of your remarks as much as possible, focus on mechanisms.
- Make a decision if the tentative design sufficiently addressed the theory, and whether or not it was correctly restricted.
- Try to present substitute explanations if sensible alternatives be present.
- One research will not counter an overall question, so maintain the large picture in mind, where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

- When you refer to information, differentiate data generated by your own studies from available information
- Submit to work done by specific persons (including you) in past tense.
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Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
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Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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