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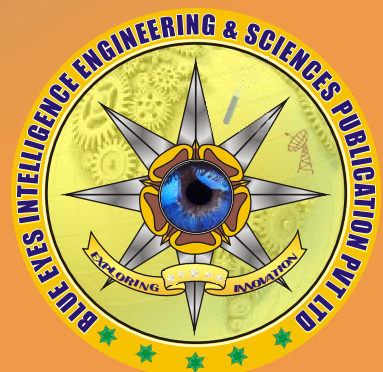
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	<b>Authors:</b>	<b>Husam Helmi, Abraham Pius, Imad Guenane</b>
	<b>Paper Title:</b>	<b>Enhancing International Students' Recruitment within Higher Education: Focus on the Middle East Region</b>
1.	<p><b>Abstract:</b> This paper is providing a brief review of several aspects relating to international students' recruitment with focus on UK based higher education institutions. Furthermore, other key aspects are briefly explored such as cultural differences, the role universities' societies can play to further engage international students and facilitation the process of international students' participation, students' need in terms of accommodation as well as other key internal support to be provided, and recognition by higher education ministries abroad. The paper is more focused on international students coming from the Middle East as a case study which can provide an example of practices that can be further considered by UK based and non – UK based higher education institutions. The paper is providing several key strategic recommendations to enhance international students' recruitment. The paper is based on secondary sources such as academic and professional articles, organisational reports and policies, and several national and international agencies providing statistics such as the Higher Education statistics Agency (HESA) and QS World University Rankings.</p> <p><b>Keywords:</b> Students' Recruitment, International Students, Middle East.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Appalachian University. (2008). International Student Enrolment Management Plan. Available: <a href="http://international.appstate.edu/sites/international.appstate.edu/files/research-development/Int%20Student%20Enrollment%20Mgmt%20Plan-Revised-8-5-08.pdf">http://international.appstate.edu/sites/international.appstate.edu/files/research-development/Int%20Student%20Enrollment%20Mgmt%20Plan-Revised-8-5-08.pdf</a>. [ Accessed 26th March 2018].</li> <li>2. Butler, J. (2012). How is international recruitment changing in UK HE?. Available: <a href="http://thepienuews.com/analysis/how-is-international-recruitment-changing-in-uk-he/">http://thepienuews.com/analysis/how-is-international-recruitment-changing-in-uk-he/</a>. [ Accessed 23ed March 2018].</li> <li>3. Dearden, L. (2018). UK suffered more terror attack deaths than any other EU country in 2017, report finds. [online] The Independent. Available at: <a href="https://www.independent.co.uk/news/uk/crime/uk-terror-attacks-deaths-most-eu-2017-europol-threat-laws-human-rights-a8408821.html">https://www.independent.co.uk/news/uk/crime/uk-terror-attacks-deaths-most-eu-2017-europol-threat-laws-human-rights-a8408821.html</a> [Accessed 13 Aug. 2018].</li> <li>4. Helmi, H., Pius, A. and Guenane, I. (2018). UK Higher Education Institutions Role in Students' Skills Development for Employment. Journal of Advances in Education and Philosophy, [online] 2(3), pp.85 - 88. Available at: <a href="http://saudijournals.com/jaep-23/">http://saudijournals.com/jaep-23/</a> [Accessed 13 Aug. 2018].</li> <li>5. Helmi, H., Pius, A. and Guenane, I. (2018). The Importance of Research Informed Teaching in Higher Education: A Case Study of London College of Contemporary Arts (LCCA). Journal of Advances in Education and Philosophy, [online] 2(3), pp.89 - 94. Available at: <a href="http://saudijournals.com/jaep-23/">http://saudijournals.com/jaep-23/</a> [Accessed 13 Aug. 2018].</li> <li>6. HESA. (2015 ). International student statistics: UK higher education. Available: <a href="http://www.ukcisa.org.uk/Info-for-universities-colleges--schools/Policy-research--statistics/Research--statistics/International-students-in-UK-HE/">http://www.ukcisa.org.uk/Info-for-universities-colleges--schools/Policy-research--statistics/Research--statistics/International-students-in-UK-HE/</a>. [ Accessed 26th March 2018].</li> <li>7. ICEF. (2014). New report highlights "worrying trends" in UK's international student recruitment. Available: <a href="http://monitor.icef.com/2014/10/new-report-highlights-worrying-trends-uks-international-student-recruitment/">http://monitor.icef.com/2014/10/new-report-highlights-worrying-trends-uks-international-student-recruitment/</a>. [ Accessed 26th March 2018].</li> <li>8. QS Top Universities. (2018). QS World University Rankings 2018. [online] Available at: <a href="https://www.topuniversities.com/university-rankings/world-university-rankings/2018">https://www.topuniversities.com/university-rankings/world-university-rankings/2018</a> [Accessed 13 Aug. 2018].</li> <li>9. UCL (2012). International student recruitment strategy and marking plan 2012 - 2017. [ebook] London: UCL. Available at: <a href="https://www.ucl.ac.uk/cam/sites/cam/files/migrated-files/international-recruitment-2012-2017.pdf">https://www.ucl.ac.uk/cam/sites/cam/files/migrated-files/international-recruitment-2012-2017.pdf</a> [Accessed 12 Aug. 2018].</li> </ol>	
	<b>Authors:</b>	<b>Santhosh T.</b>
	<b>Paper Title:</b>	<b>Impact of Technology in Business</b>
2.	<p><b>Abstract:</b> Regardless of your personal opinion—Luddite or technophile—the rapid advance of technology isn't going to slow any time soon. More and more small businesses that fail to adapt are going to find themselves left behind while the savvy ones who learn to keep up will reap the rewards. You don't have to rebuild your business from the ground up—there's some kernel of merit that's allowed you to enjoy success thus far. You just have to understand how technology affects your business (for better or worse) and how to apply advancements in order to play them to your advantage.</p> <p><b>Keywords:</b> Technology, Increased Business, Reduced Cost, Adapt new Technology, Security Threat.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Archer, N. &amp; Yuan, Y. F. (2000) Managing business-to-business relationships throughout the e-commerce procurement life cycle. Internet Research-Electronic Networking Applications and Policy, 10, 385- 395.</li> <li>2. Bagozzi, R. P. (1974) Marketing as an Organized Behavioural System of Exchange. Journal of Marketing, 38, 77.</li> <li>3. Baraldi, E. (2003) When Information Technology Faces Resource Interaction - Using IT Tools to Handle Products at IKEA and Edsbyn. Department of Business Studies. Uppsala, University of Uppsala</li> <li>4. Cronbach, L., J. &amp; Meehl, P., E. (1955) Construct Validity in Psychological Tests. Psychological Bulletin, 52, 281 - 302.</li> <li>5. Dahlin, P. "Turbulence in Business Networks - ", Doctoral Dissertation No 53, School of Business, Mälardalen University, Sweden.</li> <li>6. Egan, T., Clancy, S. &amp; O'toole, T. (2003) The Integration of E-commerce Tools into the Business Process of SMEs. Irish Journal of Management, 24, 139.</li> <li>7. Ford, D., Håkansson, H. &amp; Johanson, J. (1986) How Do Companies Interact? Industrial Marketing and Purchasing, 1, S. 26-41. Abstract preview 13</li> <li>8. Granovetter, M. (1985). Economic Action and Social Structure: The Problem of Embeddedness. American Journal of Sociology, 91(3), 481 - 510.</li> <li>9. Hallén, L., Seyed-Mohamed, N. &amp; Johanson, J. (1991) Interfirm Adaptation in Business Relationships, Journal of Marketing, 55, 29-29-37</li> </ol>	
3.	<b>Authors:</b>	<b>Santhosh T.</b>
	<b>Paper Title:</b>	<b>Total Cost of Ownership As A Decision Making Technique</b>



	<p><b>Abstract:</b> In business, there is a concept called total cost of ownership or TCO for short. It's different than the simple purchase price of an item. For example, imagine that you are the business owner of a flower company. You are thinking of purchasing a brand new flower delivery vehicle complete with refrigeration so the flowers don't wilt during delivery. Instead of relying on just the purchase price when considering whether to purchase this truck or not, you use the total cost of ownership. This cost includes not just the purchase price, but also all related ownership costs such as insurance, registration, maintenance, and repairs.</p> <p><b>Keywords:</b> Total Cost of Ownership, Uses, Cost to Price, Different Cost, Calculation.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. BENNETT, P. (1996), ABM and the Procurement Cost Model, in: Management Accounting, March 1996, pp. 28-32.</li> <li>2. CARR, L. P., ITTNER, C. D. (1992), Measuring the Cost of Ownership, in: Journal of Cost Management, Fall 1992, pp. 42-51.</li> <li>3. CARR, L. P., ITTNER, C. D. (1992), Measuring the Cost of Ownership, in: Journal of Cost Management, Fall 1992, pp. 42-51.</li> <li>4. ELLRAM, L. M. (1993b), Total Cost of Ownership: Elements and Implementation, The International Journal of Purchasing and Materials Management, Volume 29, Number 4, 1993, pp. 3-11.</li> <li>5. HENDRICK, TH./ELLRAM, L. M. (1993), Strategic Supplier Partnerships: an international Study, Tempe, Arizona: Center for Advanced Purchasing Studies, 1993.</li> <li>6. MALTZ, A./ELLRAM, L. M. (1997), Total Cost of Relationship: An Analytical Framework for the Logistics Outsourcing Decision, in: The Journal of Business Logistics, Vol. 17, No. 1, 1997.</li> </ol>	<b>10-13</b>
<p><b>Authors:</b></p>	<p><b>Romaldo Isaac Lewis</b></p>	
<p><b>Paper Title:</b></p>	<p><b>Correlations of the Marketing Return on Sales Investment (MROS) vrs the Investment in Marketing of the Micro, Small, Medium and Large (MSMLE's) Enterprises of Belize.</b></p>	
<b>4.</b>	<p><b>Abstract:</b> Enterprises in Belize and around the world continue to face challenges in Marketing Investment, whose overall objectives is to increase the performance of the Marketing Return on Sales (MROS) as a part of its acquaintance of the goods and services they provide. The results of this study will contribute significantly to the establishment of the minimum, average and maximum percentage of investment that an enterprise within the Belizean economy should undertake base on the enterprise size whether it is Micro, Small, Medium and Large enterprise (MSMLE's). The objectives were to: 1) Determine if there is statistical significance in Marketing Investment (MI) as well as the Marketing Return on Sales (MROS) of the different enterprises (Micro, Small, Medium and Large). 2) Determine the nature as well as the level of correlation that exist between the Marketing Investment(%) and the Marketing Return on Sales (%). 3) Estimate the lineal equation for each enterprise group in Belize. 4) Make recommendation base on graphical and mathematical equation to increase the Marketing Return on Sales (MROS) in the enterprises in Belize. To evaluate the statistical significance, A Regression analysis was conduct on each pairs of data according to the enterprise size Micro (374), Small (761), Medium (348), and Large (14) for a total of 1500 enterprises through out Belize. Additionally to the statistical significance, this same analysis was use to determine interpret the nature as well as the level of correlation that exist between the Marketing Return on Sales and the Marketing Investment (%). In summary, the effects of the three enterprise groups; Micro, Small, Medium and Large Enterprises (MSMLE's) in Belize were highly statistically significant, with a positive nature and whose level of association were highly correlated according to the Dancy and Reding Table. Estimated linear equation was also estimated for the different enterprise groups.</p> <p><b>Keywords:</b> Belize, Returns on Marketing Investments, Micro, Small, Medium and Large Enterprises, Regression Analysis.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Best, J.R. (2013), Market-Based Management; Strategies for growing customer value and profitability, (6th.Ed.), USA: PEARSON, pp. 485-498</li> <li>2. Boguslauskas, V. &amp; Adlyte, R. (2010), Evaluation of Criteria for the classification of Enterprises, Ruta. Engineering Economics. 2010, Vol. 21 Issue 2, p119-127</li> <li>3. Creswell, J.W. (2011), Research Design; Qualitative, Quantitative, and Mixed Methods Approaches, (3rd Ed.), India: Sage Publication, pp. 16-89</li> <li>4. George, D. &amp; Mallery, P. (2014), IBM SPSS; Statistics 21, Step by Step, A simple guide, and reference (13th), Pearson Education Inc: pp. 282-295</li> <li>5. Grishmma, P &amp; Sangvikar, B. V (2016), Understanding the Re-patronage intention of Supermarket customers: A cluster Analysis, P. 1 - 20</li> <li>6. Hallberg, K. (2000), A Market-Oriented Strategy for Small and Medium Scale Enterprises; Discussion Paper 40, International Finance Corporation (IFC), USA: pp. 1-23</li> <li>7. Harris, E. A. (2010), You can be a successful business person; Micro, Small &amp; Medium Enterprises (MSME's) Fundamentals, (2nda.Ed.), 1st Ed, USA.</li> <li>8. Herrle, E. (2006) The promotion of small and medium-sized Enterprises in the EU; Seminar paper: (1st Ed), Germany, pp. 1-23.</li> <li>9. Khrystyna K. (2010), How Do Economies Define Micro, Small, and Medium Enterprises (MSMEs)? pp 1-35</li> <li>10. Kotler, P &amp; Keller, L.K. (2012), Marketing Management, (14th. Ed.), USA: PEARSON, pp. 34-47</li> <li>11. Ratner, Bruce. Journal of Targeting, Measurement &amp; Analysis for Marketing, Sep2009, Vol. 17 Issue 3, p229-242.</li> <li>12. Seepersaud, M. M. (2012), Belize MSME policy and strategy report, Belize, pp. 5-61</li> <li>13. Paul, Annie Murphy (2004). The Cult of Personality: How Personality Tests Are Leading Us to Miseducate Our Children, Mismanage Our Companies, and Misunderstand Ourselves. New York: Free Press</li> <li>14. Pooja, K. (2009), Micro, Small and Medium Enterprise, (14th Ed.)</li> <li>15. Tri Rahayu1, S. A; (2010), Analysis of investment decision in Micro, Small and Medium Enterprise (MSME's) in Indonesia.</li> <li>16. Vintila, G. &amp; Ghenghina, S.C (2014), Pattern recognition techniques to classify the European Markets companies from the valuation perspective, Jan, Vol. 48, Issue 1, p.1-17.</li> <li>17. Warner, R. M; (2012), Applied Statistics: From Bivariate Through Multivariate Techniques, (2nd ed), Sage Publication Inc, pp. 51-59</li> </ol>	<b>14-20</b>