KIE Conference & World Education Fellowship
Collaborative Conference

Program & Book of Abstracts

Dubai, UAE, 2-4 September 2019

Excelsior Hotel Downtown Dubai
(Formerly Holiday Inn)
Al Rigga Street, Deira, Dubai





KIE-WEF INTERNATIONAL COLLABORATIVE CONFERENCE

DATE: 22-24 JULY 2020. HOST COUNTRY & CITY: MADRID, SPAIN



Thematic Sections/Tracks:

WEF/ Education-Knowledge

Including teaching & (e-)learning in primary, secondary and higher education, knowledge-education, knowledge management, comparative knowledge, indigenous knowledge, Knowledge transfer partnerships, knowledge utilisation, intellectual property, library & information, Knowledge and technology

Innovation & Big Data Analytics

Including business innovation, ICT/technology innovation including big data, analytics and deep learning, and management/organization innovation and open innovation

Creativity

Including traditional themes/concepts of creativity—process, product, personality and environment; business/organisational creativity, arts, media & digital creativity, creative industries & enterprise, digital design & architectures, craft & animation, creativity in science and technology

Enterprise

Including entrepreneurship, marketing & strategy, HR, talent & development, servant/leadership in enterprise, SME business finance & accounting, business analytics, supply chain management, international business & management & family business/ethnic minority entrepreneurship

Featuring



6th E. Paul Torrance International Roundtable on Creative Thinking

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2020 RDCA SIG Presentations

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Big Data, Deep Learning & Predictive Analytics

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3rd Global CIE Forum Roundtable

*There will be **opportunities to publish papers** in the KIE Conference publications—**2020 Creativity book and Research Papers In Knowledge, Innovation and Enterprise, Volume VIII 2020**—and selected papers will be published in the associated journal of the conference—see www.ijkie.org*

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KIE-WEF Collaborative Conference

International Conference on Knowledge, Innovation and Enterprise-World Education Fellowship

Conference Program

Monday 2 September 2019 (DAY 1)

Room: Conference room, Excelsior Hotel, Dubai

09:00 – 17:00	Registration
09:00 – 09:10	*Prof James Ogunleye, 2019 KIE Conference Chair & Mrs Lupita Turner, Secretary General, WEF International* Welcome
09:10 – 09:40	*Prof Hiroyuki Sakuma, Prof Michiya Sugiyama & Dr Tetsuya Hoashi, Tamagawa University & WEF Japan* A History of WEF in Japan
09:40 – 10:10	*Dr Priti Sachdev, Mr* Rajeev Hazarat & Ms Pratima Naik, *WEF India & Gujarat Research Society, India* A History of WEF & Activities in India & Tributes to Kallolini Hazarat
10:10 – 11:00	*Prof David Turner, WEF E-Communications Secretary, University of South Wales, UK & Beijing Normal University, China* Keynote: **The Kallolini Hazarat Memorial Lecture,** in memory of the late WEF-India President
11:00 – 11:30	Coffee/Tea Break
11:30 – 12:00	*Dr Simon K. Luggya, University of Fort Hare, South Africa* Mentorship for School Governors in South Africa
12:00 – 12:30	*Nonzukiso Tyilo, University of Fort Hare, South Africa* Learning about HIV and AIDS in schools: The voices of adolescents about peer pressure
12:30 – 12:50 12:50 – 13:00	*Dr Gertrude Shotte, Middlesex University, UK* University of the West Indies Celebrating 70 Years ***Presentations: KIE-WEF 2019 Best Paper Recognition Awards***
13:00 – 14:00	Lunch
14:00 – 14:45	*Prof Vusi Mncube, Emmanuel Olawale & Winston Hendricks, University of Fort Hare, South Africa* Exploring teachers' readiness for e-Learning: On par with the Fourth Industrial Revolution? (2019 KIE Best Paper Award – Knowledge-Education Category)
14:45 – 15:30	*Andrew Case, Drexel University, Philadelphia, USA* Creativity and coping with chronic disease: achieving self-awareness after diagnosis (2019 KIE Best Paper Award – Creativity Category)
15:30 – 16:00	Coffee/Tea Break
16:00 – 16:30	*David C. Sledge, Drexel University, Philadelphia, USA* The Creativity and Innovation of Frank Furness (Runner-Up 2019 KIE Best Paper Award – Creativity Category)
16:30 – 18:30	**The 5th E. Paul Torrance International Roundtable on Creative Thinking**
18:30 – 20:00	Welcome Reception & Networking/Bonding evening

The 5th E. Paul Torrance International Roundtable on Creative Thinking

***Theme**:* "**Marking the 105th Birthday of the Contemporary Father of Modern Creativity: E. Paul Torrance**"

Room: Conference room
Chair: *Dr Larry Keiser, Clinical Assistant Professor & Director of Special Projects, School of Education, Drexel University, USA*

16:30 – 16:35	*Larry Keiser, PhD, Clinical Assistant Professor & Director of Special Projects, School of Education, Drexel University, USA* Chair of Torrance Roundtable: Opening remarks
16:35 – 16:40	*Gertrude Shotte, PhD, Middlesex University, UK* Presentations: **105th Birth Anniversary Torrance Lifetime Creativity Awards**
16:40 – 17:20	*Kristen Betts, EdD, Larry Keiser, PhD, & Fredricka Reisman, PhD, School of Education, Drexel University, Philadelphia, USA* Fostering a Dynamic Relationship with E. Paul Torrance Through Creativity & Neuroscience: Applications for Education and Industry
17:20 – 17:35	Rick Kantor, Secretary, American Creativity Association *Lead Discussant*
17:35 – 17:45	Q&A/Discussion
17:45 – 18:25	*Alan S. Kaufman, PhD, Clinical Professor of Psychology, Yale University Child Study Center, USA* **Keynote: Paul Torrance's Surprising Impact on IQ Testing** Follow by Q&A
18:25 – 18:30	Summing up/concluding remarks *Larry Keiser, PhD, Drexel University, USA*
18:30 – 20:00	Welcome Reception & Networking/Bonding evening

Tuesday 3rd September 2019 (DAY 2)

Room: Conference room
Chair: *David Turner, PhD*

09:00 – 09:45	*Dr Rachel Dickson, Niger Delta University, Nigeria & Dr Gertrude Shotte, Middlesex University, UK* Women and Entrepreneurship: A Look at Bayelsa State, Nigeria (2019 KIE Best Paper Award – Enterprise Category)
09:45 – 10:15	*Dr Festus Edobor, QAHE/Ulster University, UK* The paradox of entrepreneurial marketing and the traditional marketing strategy
10:15 – 10:45	*Queen Chioma Nworgu, Focus Learning Support, United Kingdom* A critical examination of the impact of Social Media on online small businesses owned and run by women entrepreneurs: A case study of London-based female E-entrepreneurs
10:45 – 11:15	*Assoc Prof Adel Qatawneh, Al-Zaytoonah University of Jordan, Jordan* The impact of creative accounting and ethics on financial reporting
11:15 – 11:30	Coffee/Tea break
11:30 – 12:00	*Dr Elizabeth Achinewhu-Nworgu, Focus Learning Support, United Kingdom* A critical analysis of why some professionals, who try to combine job roles of academic and being a business owner fail or succeed – Learning from experience
12:00 – 12:30	*Uchechi Bel-Ann Ordu, University of the West of Scotland (London Campus), UK* Human Capital Development: A necessary tool for Nigeria's Sustainable Economic Growth
12:30 – 13.00 **[Move to Wednesday PM]**	*Dr Rebecca Natrajan, QAHE, UK (Possibly virtual)* "Today's Intrapreneur's can be tomorrow's Entrepreneurs'': A case study of successful international intrapreneurs from South India
13:00 – 14:00	Lunch
14:00 – 14:30	*Debbi Ponella, Drexel University, Philadelphia, USA* Orchestrating Creativity: An Instrumental Approach
14:30 – 15:00	*Dr Renaldo A. Scott, University of Pennsylvania, USA* Please ASK: How Creativity Can Foster Improved ESL Student Comprehension of Article Usage Before Proper Nouns
15:00 – 15:30	*Prof Omokaro Obire, Rivers State University, Port Harcourt, Nigeria* Future of Education, Creativity and 21st Century Challenges in Nigeria
15:30 – 16:00	Coffee/Tea break
16:00 – 17:30	**2019 Reisman Diagnostic Creativity Assessment (RDCA) Special Interest Group (SIG) Presentations**

2019 Reisman Diagnostic Creativity Assessment (RDCA) Special Interest Group (SIG) Presentations

Topic: *"RDCA Applied to those with Dyslexia, Dysgraphia and Dyscalculia in Concert with the Emerging Fields of Creative Counseling and Mind, Brain, Education science"*

Chair & Moderator: *Dr Larry Keiser, Assistant Clinical Professor & Director of Special Projects, School of Education, Drexel University, USA*
Room: Conference room

16:00 – 17:00	***Panellists*** *Fredricka Reisman, PhD, Director of the Drexel/Torrance Centre for Creativity and Innovation, School of Education, Drexel University, USA* Dr Kristen Betts, Clinical Professor, *School of Education, Drexel University, USA* Dr Lori Severino, Assistant Clinical Professor, *School of Education, Drexel University, USA* *Dr Helene Maliko-Abraham, Adjunct Psychology Professor, Brookdale Community College & Monmouth University, NJ, USA*

17:00 – 17:25	*Q&A/Discussion*
17:25 – 17:30	*Moderator's concluding remarks* *Dr Larry Keiser, School of Education, Drexel University, USA*

Wednesday 4 September 2019 (DAY 3)

Room: Conference room
Chair: *James Ogunleye*

09:00 – 09:45	*Dr Gillian L. S. Hilton, Middlesex University, UK* Academic women and the challenges they face; their stories then and now (2019 KIE Best Paper Award – Knowledge-Education/WEF Category)
09:45 – 10:15	*Dr Gertrude Shotte, Middlesex University, UK* Educating for National Development, Redevelopment and Sustainability: STEM, STEAM and STrEAM
10:15 – 10:45	*Dr Nonofo Losike-Sedimo, University of Botswana, Gaborone, Botswana* Innovation in University research: Students' perceptions of engagement in society
10:45 – 11:15	Aladokiye E. Gabriel-White, *Rivers State University, Port Harcourt, Nigeria* Curriculum Adjustment: A case for Family Law
11:15 – 11:30	Coffee/Tea break
11:30 – 12:00 [In-filled Big Data Analytics Presentation]	*Bridget Chinalu Ujah-Ogbuagu, University of Ilorin, Ilorin, Nigeria* Strategies for leveraging social media analytics for security informatics: lessons for Nigeria
12:00 – 12:30 [In-filled Big Data Analytics Presentation]	*Kerry PH & PO Jemitola, National Defence College, Abuja, Nigeria* The Impact of Big Data Analytics on Entrepreneurship Development in Nigeria
12:30 – 13.00	*Bridget C Ujah-Ogbuagu, University of Ilorin & National Defence College Nigeria* *& Dr Isaac M Mankilik, National Defence College Nigeria* Factors Affecting Leverage Online Visibility in Nigerian MSMES: A Case Study of Abuja and Lagos
13:00 – 14:00	Lunch
14:00 – 14:30	*Dr N.H. Ganqa & Dr R.K. Masha, University of Fort Hare, South Africa (possibly virtual)* First Time Students' perspectives on their Transition from High School to University (Runner-Up 2019 KIE Best Paper Award – Knowledge-Education/WEF Category)
	*Aalonebari Joe Gabriel Gborogbosi**,** Rivers State University**,** Port Harcourt, Nigeria* The Future of the Child: Protecting the Right to Education of Internally Displaced Children in Nigeria
14:30 – 16:00	**2nd Global Comparative and International Education [Global CIE] Forum International Roundtable**
16:00 – 16:30	*Martin Mwila & Luka Ngoyi, University of Zambia* The Use of ICTs By SME's In Zambia To Access Business Information Services and Investments: Barriers and Drivers
16:30 – 17:00	*Hellen Inyega, University of Nairobi, Kenya* 7Ws of Play-Based Learning in Early Childhood Education
17:00 – 17:10	*James Ogunleye, 2019 KIE Conference Chairman &* *Lupita Turner, WEF Secretary General* Closing Remarks follow by farewell buffet/meal 2 hours later

7th KIE Big Data Analytics Symposium

3rd September 2019: (The 2019 edition is in-filled into the main program due to the collaborative nature if the year's conference)

2nd Global Comparative and International Education [Global CIE] Forum International Roundtable

Excelsior Hotel Downtown Dubai, *4th September 2019 (DAY 3)*

Topic: *"*Understanding Global and *Glocal* in Comparative and International Education*"*

Chair & Moderator: Prof James Ogunleye, *2019 KIE Conference Chair*
Room: Conference room

14:30 – 15:30	***Panellists*** *Prof David Turner, President, Global CIE Forum & Beijing Normal University, China* *Dr Gertrude Shotte, Middlesex University, UK* *Prof Vusi Mncube, University of Fort Hare, South Africa* **Keynote:** *Dr Brian Denman, Secretary General, GlobalCIE & University of New England, Australia*
15:30 – 15:50	*Q&A/Discussion*
15:50 – 16:00	Closing Remarks

ABSTRACTS

RDCA Applied to those with Dyslexia, Dysgraphia and Dyscalculia in Concert with the Emerging Fields of Creative Counseling and Mind, Brain, Education science

Fredricka Reisman, Kristen Betts, Lori Severino, Larry Keiser & Helene Maliko-Abraham,
School of Education, Drexel University, USA

The RDCA self- report assessment is being applied to ascertain creative strength of those with special learning needs, specifically those with Dyslexia, Dysgraphia and Dyscalculia. In addition, the panel will discuss creative problem solving in a high-pressure position and using the RDCA to assess creative potential in the hiring process. Mind, Brain, Education science concepts will be involved in the discussion. Mind, Brain, and Education (MBE) science bridges research and practice to inform pedagogy through the intersection of neuroscience, psychology, and education. The principles of MBE science provide critical insight into the diversity of our students. Recognizing that human brains are unique and that the brain changes constantly with experience, designing experiences that support metacognition, creativity, and innovation can be transformational for students.

A critical examination of the impact of Social Media on online small businesses owned and run by women entrepreneurs: A case study of London-based female E-entrepreneurs

Queen Chioma Nworgu, Focus Learning Support, United Kingdom

Issues arising with social media and its influence on women entrepreneurs trigged this investigation. The research will examine the impact of social media online small businesses owned and run by women entrepreneurs with reference to London-based female E-entrepreneurs. The work will use mixed research methods to study 100 London-based female entrepreneurs, to explore their experiences and perceptions of social media and impact on their business activities and performance. The growth of social media as part of innovative technological development has enabled entrepreneurs to effectively carry out their business activities online, and an increasing number of female business owners are taking their businesses online and abandoning traditional, brink and mortar business model. Social Media platforms such as Facebook, Twitter, Instagram, Snap chat, YouTube and LinkedIn along with other websites are incorporated into the businesses of modern-day women entrepreneurs. This research will examine, analyse and evaluate relevant theoretical framework on female entrepreneurship and social media engagement and impact on business performance. The research will develop a framework for best practice that can be used by women E-entrepreneurs across Greater London.

Keywords: Women entrepreneurs, Gender, social media, ICT, online and business ownership

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Please ASK: How Creativity Can Foster Improved ESL Student Comprehension of Article Usage Before Proper Nouns

Renaldo A. Scott, University of Pennsylvania, USA

Current English language field literature yields no viable explanation for the article system before proper nouns. As such, research in the field has expressly called for a need to clearly explain this grammar. The researcher, using creative efforts (influenced by tenets of Torrance's Creative Manifesto) to foster a solution, developed the Please ASK heuristic. This heuristic offers an alternative explanation for the use of articles before proper nouns, thereby abating the difficulties in learner comprehension of this grammar point. The heuristic itself represents a mnemonic device containing letters denoting proper noun categories. These specific categories denote when no articles before proper nouns are used. This is a theoretical study laying the foundation for a phenomenological study that will aim to capture student participants' lived experiences while engaging with the Please ASK heuristic as they attempt to make sense of the English language article system before proper nouns.

Keywords: Creativity, ESL, Torrance's Creative Manifesto, English Language

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Creativity and coping with chronic disease: achieving self-awareness after diagnosis

Andrew Case, Drexel University, Philadelphia, USA

This qualitative study explores the use of creative coping methods, life-enhancing artistic processes, and neurological benefits of creativity when used as a compliment to conventional medicine for patients dealing with long-term disease. The sudden diagnosis of a life-altering disease with no known cure, Multiple Sclerosis, led me to this inspired discovery. The positive self-expression that creating art has given me and its encouraging effects over the past four years since being diagnosed with MS, leads this narrative and aims to be the foundation to introduce other creative mediums that can be practiced as an auxiliary means of overcoming physical limitations and emotional distress due to illness. The loss of identity I experienced from chronic disease diagnosis directed my time of reflection to identify new ways to rediscover my voice through artwork and the act of creating an extension of myself outside of my ailing body. The discovery of art became a positive distraction during moments of otherwise negative reflection on a situation out of my control, paving the way to an increase in confident and constructive emotion that helped battle early symptoms of anxiety and depression. The findings prove to be a modern-day testament to when creativity is applied through means of coping to combat chronic disease as a supplementary technique to remedying illness. The use of creative coping methods can allow patients to recognize and rediscover themselves throughout life after diagnosis.

Keywords: chronic disease, creativity, neurological benefits, art, coping methods

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Orchestrating Creativity: An Instrumental Approach

Debbi Ponella, Drexel University, Philadelphia, USA

While musicians are generally considered to be creative artists, musicians are not instinctually creative because they are musicians, but because the discipline and development of creativity parallels that of musical skills; therefore, the two go hand in hand. This presentation analyzes creativity and music in the development of an individual into a unique creative being, and his/her role in the workplace compared to a musician's role in an ensemble. Characteristics of creativity—elaboration, fluency, flexibility, improvisation, openness to experience, tolerance of ambiguity, avoidance of premature closure—parallel many of those characteristics vital in musical development. At times this can create a situation where one masquerades for the other. Certain instruments are built with materials that make them inherently different. Dynamics, range/register, and timbre effect how they are able to function and interact with other instruments. Considering the characteristics of the different instrument families can provide insight in how they relate to creativity. Additionally, orchestras and other ensembles are directly comparable to businesses. Creative leadership cultivates an environment which allows for development of individual creativity that, like musicality, allows for constructive collaborative creativity giving each individual voice a unique timbre that orchestrates a new gestalt.

Keywords: creativity, music, musical instruments, collaborative creativity

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A critical analysis of why some professionals, who try to combine job roles of academic and being a business owner fail or succeed – Learning from experience

Elizabeth Achinewhu-Nworgu, Focus Learning Support Ltd, United Kingdom

This paper presents some of the experiences and challenges encountered as a female entrepreneur, combing academic career in running own business in an inner-city area of London United Kingdom. It will draw from the previous research presented at the Bulgarian Comparative Education Conference in June 2018 that shared the experiences of female entrepreneurs who combined their professional career to having their own businesses, challenges faced and impact on their teaching profession and students. Becoming an entrepreneur can be very challenging and daunting tasks, particularly when combined with other jobs like teaching. The journey of combining job roles as a professional teacher and being an entrepreneur can come with positive and negative experiences, but the most important is the determination to do it successfully. Drawing from the experience, moving back and forth between the academic and business spheres, this paper presents a critical

analysis of why some professionals, who combine job roles of teaching and being a business owner fail or succeed. It draws on personal experience and perceptions of teachers who combined their academic roles to running their own personal business, the challenges, impact on students, institutions and own professional development. Work uses qualitative and quantitative research methods to seek the views of some professionals who were able to combine academic work and being an entrepreneur. The analysis of personal experience and perceptions of other entrepreneurs interviewed presented factors leading to closure, failure and success in coming business with professional practice. The findings of the current work also provide us with some scope for further research on seeking solutions and support to encourage female entrepreneurs in their ambition to combine work with personal business.

Keywords: Teachers, Females, entrepreneurs, students, institutions, challenges, determination & professional development

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The Impact of Big Data Analytics on Entrepreneurship Development in Nigeria

Kerry PH & PO Jemitola, National Defence College, Abuja, Nigeria

This paper analysed the impact of big data analytics on new and existing businesses in Nigeria. The paper adopted the qualitative research methodology; a combination of observation, telephone and face-to-face interviews, group discussions among entrepreneurs, telecommunication giants, farmers, and banks, statisticians, accountants, etc. The statistics observed and collected in Lagos, Kano, Aba and the FCT indicate that 90% of the local business owners in Nigeria are not aware of concept of big data. However, big data analytics tool can contribute significantly to entrepreneurship development in Nigeria and her economic growth if the Federal Government of Nigeria would organise programmes on business intelligence and analytics for entrepreneurs in Nigeria for them to see the relevance of big data analytics on their businesses. The government could do this by inviting big data analytics experts for a round table discussion with the Presidency and develop frameworks that will add value to the already existing policies on science, technology and innovation. The government could also invest more on training entrepreneurs to acquire the requisite skills on big data analytics by creating a network for teaching data analytics mindset to under-resourced youth.

Keywords: Big Data Analytics, Big Data, Entrepreneur, Business Development

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The Creativity and Innovation of Frank Furness

David C. Sledge, Drexel University, Philadelphia, USA

Born shortly before the Civil War, Frank Furness was the first creative genius of Philadelphia architecture. The tension of the impending war, transformations from the Industrial Revolution, the strong influence of his father, and Richard Morris Hunt's tutelage, all converged to shape the exceptional creativity of Frank Furness. Philadelphia was his lifelong home, but Furness built with a local yet original sensibility that was beyond style and classification. Frank Furness never received any formal university education, yet he possessed a remarkably intuitive, unhampered, unconventional, free yet skillful, architectural expression that was ahead of his time. Therefore, creativity is a framework through which Furness's development and achievements can be understood and illustrate how he possessed the traits conducive to innovation. This paper examines how Furness received encouragement, training, and opportunity to develop his creative potential and possess the motivation to realize unparalleled achievement in his zeitgeist.

Keywords: creativity, innovation, architecture, Furness, Philadelphia, zeitgeist

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Mentorship for School Governors in South Africa

Simon K. Luggya, University of Fort Hare, South Africa

The institutionalisation of School-Based Management (SBM) in many countries has brought many responsibilities to School Governors (SGs) and the most challenging of them all being managing school finances because it entails financial accountability at the school level. This study was precipitated by a concern that, despite the training SGs get on financial management, schools continue to face challenges of mismanagement and misappropriation of school funds. These schools continue to operate without proper financial accounting systems in place - school financial policies are not formulated, making their financial situation always in tatters. This paper examined the mentorship provided to School Governing Body (SGB) members after training in the Fort Beaufort Education District. Using a qualitative case study design, the district with three schools, was purposively selected for the study. The study was underpinned by Hudson's Five Factor theoretical model of mentoring. Data were collected using face-to-face interviews and document analysis instrument. The findings revealed that, much as there were systems in place for mentorship at the Education District, effective mentorship did not cascade to the school level. There were no personnel to provide specialised mentorship in financial management to SGBs. Mentoring for SGBs was not prioritised because of the budgetary constraints faced by the Provincial Department of Education. The researcher concludes that mentorship is not effective enough to allow SGBs to improve the skills acquired in the training so as to put effective financial systems in schools. The paper recommends among others, that the Education office should appoint financial management specialised personnel to provide

mentorship for SGBs and budget should be allocated for mentorship.

Keywords: Financial Management Systems; Mentorship; School-Based Management; Budget

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The paradox of entrepreneurial marketing and the traditional marketing strategy

Festus Edobor, QAHE/ Ulster University, United Kingdom

Entrepreneurial Marketing (EM) has become a widely acceptable field of inquiry in the Entrepreneurship and Marketing literature. The dichotomy between entrepreneurial marketing strategy and the traditional marketing strategy is still very vague. There is now wider recognition of the role entrepreneurs play in shaping the marketing landscape. In contrast to large corporations with resources that smaller businesses can only dream of, entrepreneurs often rely on creative and innovative ways to successfully compete in the marketplace, thus the concept of "EM". Whereas traditional marketing has espoused the customer as the focal point of all marketing activities and tailoring the market offering to suit the needs of the target market, EM recognizes that the entrepreneur is equally a central actor in the marketing process. Scholars note that both marketing theories and entrepreneurship theory privilege the notion of value creation, that is, the notion that elements are combined in a manner that results in the provision of value to the user. Others creatively combine foundational theories of both disciplines into a body of research concerned with marketing in the context of small and medium-sized enterprises (SME) and with business practices called the marketing/ entrepreneurship interface. Scholars acknowledge important differences between large and small business ventures and call for greater presence of entrepreneurial elements in marketing theory education. This paper has looked at the strategies employed by both traditional marketing practitioners and entrepreneurs and the links between them. A quantitative methodology approach was used, and data were collected from about 120 Entrepreneurs to establish their various marketing strategies and the data was analysed using SPSS. The relative statistical tests were made, and conclusions drawn based on empirical evidence. Findings show that beyond the traditional marketing strategies, entrepreneurs adopt the effectuation principles and networking in their marketing orientation approach.

Keywords: Entrepreneurship, Marketing, Entrepreneurial Marketing, Market orientation, marketing strategy

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Future of Education, Creativity and 21st Century Challenges in Nigeria

Omokaro Obire, Rivers State University, Nigeria

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. Attending school is to better the future of the child. Children learn ways to make them happy, to get a job, wealth, and a better standard of living. The Nigeria school system is now outdated and ineffective in a real, highly dynamic world that is changing very fast. The present system does not motivate students because they are made to follow instructions all day long with little or no room for creativity. This paper explores some of the challenges faced in the educational sector of Nigeria in the present world of educational technologies. The challenges are numerous due to lack of political will and under-funding of the sector in the face of glaring natural wealth. The state of education in Nigeria is compared to the present state of education in other countries in a descriptive way; whether schools are well-equipped, and teachers possess the knowledge, and skills, to create and implement an effective structure to impart the 21st-century skills on students in Nigeria. Creativity, as one of the key 21st-century skills and material constraints to eradicate poverty in Nigeria, is also highlighted. Creativity programmes give students ownership over their learning, working their way through tasks, and hacking other processes that they are interested in. With the global exponential growth of knowledge in many fields, especially in science, technology, engineering and mathematics, the 21st-century student, especially from developing countries, face new intellectual challenges. In conclusion, education policymakers and stakeholders in Nigeria should create effective teaching and learning environments that students need to develop the knowledge and skills that better prepare students for the demands of 21st-century workforce and succeed in life. The Nigerian government should invest adequately in the educational sector and provide the conducive environment and ideal collaborators, so that, the potential for fostering creativity through education and training, for national economic benefit, and the application of creative resources to improve the effectiveness of teaching and learning can be harnessed appropriately.

Keywords: Educational technology, 21st-century, material constraints, student, creativity, skills, policymakers

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Strategies for leveraging social media analytics for security informatics: lessons for Nigeria

Bridget Chinalu Ujah-Ogbuagu, University of Ilorin, Ilorin, Nigeria

One of the biggest challenges of efficient security management globally is insufficient actionable intelligence. This challenge is accentuated by many operational and technical barriers, ranging from; limited number of on-the-ground field personnel, to inability of security analysts to centrally assess single-sourced intelligence, to lack of established channel of communication and intelligence exchange between the populace and the security operatives, among many others. Nigeria, in recent times battles with enormous national

security challenges. For example, the incessant attacks by Boko-Haram insurgency group in the north east of the country, herder-farmer clashes and attacks, communal violence, armed banditry, to name a few. Social media analytics could be leveraged to yield valuable intelligence for curtailing these security challenges. Interestingly, the 21st century technological evolution brings about a rapid change in the ways in which security needs are being met. New forms of online communications such as social media, portray prospects in repositioning security status of the country if harnessed. This paper x-rays strategies for leveraging social media analytics to yield security informatics for countering insecurity threats as well as reposition security management in Nigeria. Interviews were conducted with relevant security stakeholders to understand the concept and its potential benefits to the Nigerian security sphere. Literature was also reviewed to understand the-state-of-the-art approaches for social media analytics for security informatics with view of identifying strategies for its adoption in Nigeria.

Keywords: Social Media, Analytics, Security, Informatics, Intelligence, Leveraging

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Factors Affecting Leverage Online Visibility in Nigerian MSMES: A Case Study of Abuja and Lagos

Bridget C Ujah-Ogbuagu, University of Ilorin & National Defence College Nigeria
& Isaac M Mankilik, National Defence College Nigeria

Micro, Small and Medium Enterprises (MSMEs) are key agents of economic growth of any nation as they provide the corner stone on which a country's economic growth and stability rest. No wonder MSMEs are referred to as the engine of growth for any nation. In Nigeria, MSMEs contribute almost 50% of the total GDP and employ over 90 million people. On daily basis MSMEs are established in the bid to create employment, fight hunger and poverty. The twist is that majority of the Enterprises do not survive up to one year after their establishment. Research reveals that one of the major drawback for business sustainability in this internet era is non-visibility to local and global world, no matter how good the product and services may be. Majority of the Nigeria MSMEs do not leverage the huge Nigerian online internet presence to boost their brand visibility, at least at the local level. Online visibility promises so much benefits for MSMEs as it remains the recent fastest way to gain penetration, recognition and popularity. Online visibility enables establishments to compete with their larger counterpart at the national and global level, while also improving efficiency and productivity. This paper evaluates the factors affecting online visibility leverage amongst MSMEs in Abuja and Lagos two states in Nigeria and recommends strategies for effective online visibility leverage for the Nigerian MSMEs. Questionnaires were used to conduct the study in the two states. The responses were analyzed using statistical SPSS and the result shows that lack of technical skill, little or lack of education, poor power supply, high cost of internet access fees, poor internet infrastructure among others were the major barriers to online visibility of MSMEs in the two states. The work recommends, amongst others critical needs in the areas of power supply, technical skills and capacity building.

Keywords: MSMEs, Leveraging, Online Visibility

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Academic women and the challenges they face; their stories then and now

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This paper discusses on-going research undertaken by British Federation of Women Graduates (BFWG) on the challenges faced by women working in Higher Education Institutions (HEIs) in England and Wales. A purposive sampling technique was used across a wide range of disciplines, in their local universities, by a nationwide group of BFWG trained interviewers. A semi-structured interview schedule was employed to prompt responses from the respondents, who were from a wide range of university types, at levels from seeking work to Vice Chancellors, allowing them to tell their stories. Content and theme analysis was used to pinpoint the similarities and differences between challenges faced by academic women formerly and those encountered now by younger women, starting out, or mid-career in HEIs Results demonstrate that the challenges these women face have changed considerably over the years, but are still causing difficulty now in the advancement of women working in higher education and that there are more similarities now in the challenges faced by both sexes than previously occurred. The main issues raised by many of the respondents were; the extreme difficulties in finding full time permanent posts; the major concerns as whether having a family as well as a successful career was now impossible, the attitudes of male colleagues, which in some cases had not changed enough from earlier years; and the particular challenges faced by women in specific, previously male dominated disciplines, namely sciences, psychology, health and engineering.

Keywords: Higher Education, Academic women, Women's careers in HEIs, Women's progress and status

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Learning about HIV and AIDS in schools: The voices of adolescents about peer pressure

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HIV and AIDS is a national phenomenon that affect every sector of the society. This brought about integration of HIV and AIDS in education where schools have to teach about HIV and AIDS to create awareness and prevent new infections among young people. In schools, Life Orientation as a compulsory subject in schools was introduced and teaching about HIV and AIDS is done in this subject. However, there is nothing that shows whether the knowledge that learners get form school lays the firm foundation to withstand peer pressure. Nothing

much is being mentioned about the voices of learners about the factors influencing their learning of HIV and AIDS in schools. This has triggered the researcher's interest to conduct this investigation. The paper created a platform for adolescents in grade 10 to voice out their views about the influence of peer pressure when learning about HIV and AIDS. Social norms theory was the main theory found to be relevant because this theory is important in understanding people's behavior in terms of adapting to group arrays and beliefs. Moreover, people often succumb to societal pressures where their behaviours are often influenced by those around them. Interpretive qualitative research was used to examine the studied phenomenon. Twenty research participants were drawn through purposive sampling from the selected schools. Data were collected through semi-structured interviews and focus group interviews. Methodological triangulation enhanced trustworthiness and credibility of this paper. The paper found that some learners often experience problems with peers when learning about HIV and AIDS. Data show that even though learners are educated about HIV and AIDS in school, they have problems sticking to it because of the negative pressure exerted by peers. However, some learners acknowledged the positive influence that their peers have. Some research participants blamed their parents for their unwillingness to talk to them about HIV/AIDS as this makes them vulnerable to pressure from peers, while some applauded their parents for being there for them. The paper recommends that the learner-centred platforms be created where learners are offered opportunities to talk about things that affect them when learning about HIV and AIDS. In addition, inter-sectoral collaboration to empower all stakeholders about HIV/AIDS should be established to ensure that all relevant stakeholders are empowered to take responsibility. Such collaborations can also empower parents to support their children in minimizing the negative peer pressure that adolescents have to endure.

Keywords: AIDS, Awareness, Education sector, Empower, HIV, Inter-sectoral collaboration, Narratives, National phenomenon, Parental involvement, Peer pressure, Social norms

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Innovation in University research: Students' perceptions of engagement in society

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Research across-disciplines, across faculties should be focused to find innovative solutions to social problems. Universities have to consciously consider strategies, support structures and models for disciplines to work together in solving societal problems. Research for innovation is a needed goal for human and societal development. This study presents results of the study on how universities can drive research towards social innovation by engaging society to come up with innovative methods of developing communities housing the university reside. The study investigated student engagement in social innovation. The research site is the university of Botswana. The design is an exploratory survey. A sample of students from different academic backgrounds and staff (*N* = 150) was used. Descriptive statistics was used to analyze quantitative data and thematic analysis was used for qualitative data. The results revealed that innovation in university research can effectively drive development for.

Keywords: Innovation, Social innovation, University, Students, Society

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Fostering a Dynamic Relationship with E. Paul Torrance Through Creativity & Neuroscience: Applications for Education and Industry

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Selected work of Ellis Paul Torrance will be integrated into advancements in technology and research that provide critical new insights about creativity in teaching & learning with a focus on the brain and learning. What we know about neuroplasticity, creativity, and differentiated instruction can assist in transforming learning and careers through innovative curricula and pedagogy across all educational/training formats (face-to-face, hybrid/blended, online). This session will discuss the underpinnings of Dr. Torrance's contributions to creativity and their dynamic relationship with neuroscience, education and industry. The presenters will examine the relationship of Torrance's psychometric approach to measuring creativity, today's implications of his Ideal Pupil Inventory classic study and his Incubation Model to design thinking and share strategies to foster and nurture creativity. Data and examples will be provided highlighting transformed learning environments that meld the old with the new.

Keywords: Creativity, E. Paul Torrance, Education, Teaching and Learning

Human Capital Development: A necessary tool for Nigeria's Sustainable Economic Growth

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This paper explores how sustainable economic growth can be achieved in Nigeria through development of the human capital. Therefore, a commitment to human capital development is a necessary catalyst for the sustainable economic growth of the Nigerian society. Education and health of the human capital, government policies and effective communication play a vital role in ensuring the growth of Nigeria's economy. This paper relies on the quantitative research method and systematic investigation of primary and secondary data. Analyses show that Nigeria has remained under-developed because of poor attention to the need for human capital. The paper opens a gap and presents further areas for research to investigate the continued reason for the 'brain drain' in Nigeria and the role of the political leadership in fixing this problem. The paper suggests that available economic resources should be channelled rightly to ensure a sustained growth in Nigeria's economy.

Keywords: Policies, Human capital, Health, Sustainability, Economic growth, Education

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''Today's Intrapreneur's can be tomorrow's Entrepreneurs'': A case study of successful international intrapreneurs from South India

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Intrapreneurship is viewed as an alternative to entrepreneurship and intrapreneurship needs to be cultivated, nurtured and promoted. Intrapreneurship principles can be stimulated among the employees by providing or fashioning an opportunity and the autonomy to perform in an environment. Such opportunities can be used by intrapreneurs who acts as catalyst to transfigure their initiation to innovation within the organisation. The young millennials adulated intrapreneurship by executing opportunities which are given to them, due to their achievement-oriented outlook. This paper aims to convey the key principles behind intrapreneurship which is A) Need for opportunities and B) The freedom to perform or execute such opportunities. Juxtapositions of key principles are very much essential to promote intrapreneurs, locally and internationally. The author included the lessons learnt and scope for future studies. The author used case study of intrapreneurs from South India who embarked their journey successfully in their native land or in a foreign land.

Keywords: Entrepreneurs, Intrapreneurship, catalysts, Millenials, Intrapreneursrapid internationalisation, innovation

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Curriculum Adjustment: A case for Family Law

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The whole idea of formal education has at its foundation a functional timetable, target or blueprint which is generally known as curriculum. Academic programmes have target, courses have targets as well as topics have targets. In a law faculty or college, there are certain courses which have been considered to be compulsory courses which must be offered at each level as laid down by the regulators of legal education being the Council of Legal Education and the Nigerian Universities Commission. They have referred to most of these guidelines as BMAS-Benchmark for Minimum Academic Standard. Rather unfortunately, family law is not part of the compulsory courses but an elective one, leaving institutions to decide whether or not to offer it and for those who elect to offer it, at any level. For instance, many schools offer family law at the third year, whilst others at the fourth year. This paper emphasizes that for the general well-being of society, family law should be made a compulsory course of study not only for law students, but for the entire university as a foundational or general study by whatever name called. This is so because, the society is made up of tiny family units and every mortal being is from a family whether or not that family has lived up to its expectation, hence

arming the individual with his rights, duties and obligations as a member of a family. If civic education, philosophy and basic sciences can be taught mandatorily, why not family law?

Keywords: Family, Law, Curriculum, Education

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Educating for National Development, Redevelopment and Sustainability: STEM, STEAM and STrEAM

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The content matter presented in this paper is centred on education and its related activities in Montserrat, West Indies. The idea of STrEAM was first proposed in an *in-press* chapter entitled *Montserrat Education System: Reflections, Inspections and Projections* in a Springer publication that focuses on the Education systems in the North, Central and South America. This paper seeks to further develop the STrEAM concept against the backdrop of education and the praxes that are deemed realistic for a British Overseas Territory that is still in redevelopment mode following the devastation caused by the 'extended' volcanic crisis. The Ministry of Education (MoE) is saddled with a mixed bag of educational issues, which were left in the wake of the crisis. The paper contends that a STrEAM approach to education is best suited for Montserrat's national and redevelopment programmes, if the country is to make reasonable all-round progress. Another assertion is that this very approach links to sustainable education and by extension, sustainability. The discussion is supported by the Government of Montserrat (GoM) *Draft Education Development Plan 2012-2020,* other GoM papers, related literature, informal conversations with colleagues and personal experiences. The paper recommends education reform, transformational leadership, inclusion of indigenous knowledge in the curriculum and focused attention to STrEAM as mechanisms to deal with the challenges that MoE faces, which in turn will facilitate national development, redevelopment and sustainability.

Keywords: STrEAM, sustainable education, transformational leadership, indigenous knowledge, education reform

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Women and Entrepreneurship: A Look at Bayelsa State, Nigeria

Rachel Dickson, Niger Delta University, Nigeria & Gertrude Shotte, Middlesex University, UK

Over the past three decades or so, a growing body of literature acknowledges the relevance of entrepreneurial activities in terms stimulating economic growth. The evidence shows that financial gains have been experienced on personal, family, community, state and national levels. This paper explores the conceptual foundations that give contextual support to the big

ideas that are associated with having an entrepreneurial spirit and contributing to economic growth. It is part of a much wider research investigation that examines the impact of women entrepreneurial activities on economic development in Bayelsa State, Nigeria, hence the focus on gender and development in this paper. The fallout of gender inequality is a variety of needs not just for women and girls, but for the entire family unit. These needs are especially acute when natural and man-made crises arise. Equally so during times of crisis, is the need for entrepreneurial activities among women whose many roles, especially as primary caretakers, are crucial in the maintenance of a safe, healthy and meaningful life. Against this backdrop, a discussion of concepts such as change, safety, leadership, gender inequality, entrepreneurship, social, economic and sustainable development and self-actualisation will form the main content for the paper. This forerunner paper concludes with the assertion that an assortment of factors and issues should be given serious consideration if success is to be realized from women and entrepreneurship in Bayelsa State, Nigeria.

Keywords: entrepreneurship, gender inequality, change, economic development, leadership

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Exploring teachers' readiness for e-Learning: On par with the Fourth Industrial Revolution?

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This quantitative study used a questionnaire as a method of data collection. Located within a positivist paradigm, the study investigated teachers' readiness on the use of eLearning in the Eastern Cape Department of Education. Data was analysed using descriptive statistics. Respondents in the study was a total of 10 school principals selected from 10 secondary schools in the province of the Eastern Cape, South Africa. Research results revealed that although teachers have access to digital tools and devices, high school teachers do not integrate e-learning in their teaching methods, also information sharing in high schools are still paper-based. However, findings revealed that unavailability of internet connectivity is one of the major challenges that hinders teachers' e-readiness. The study therefore recommends that if teachers in South African schools are to be ready for the use of digital tools and resources, Department of Basic Education (DBE) needs to introduce directive policies governing the use of digital technology in schools and also provide an adequate internet bandwidth that will ensure faster and reliable connectivity, hence facilitating readiness for the Fourth Industrial Revolution

Keywords: eLearning, the Fourth Industrial Revolution, digital devices, digital learning, digital tools and resources

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The Future of the Child: Protecting the Right to Education of Internally Displaced Children in Nigeria

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The right of the child to education, regardless of social circumstances or misfortune, is indispensable to the development of both the child and the society. Across the world, this right vis-à-vis the future of the child has constantly been impeached by internal crisis and armed conflicts which often lead to the displacement of children from their homes, and away from formal educational opportunities. This paper examines the impact of internal crisis and armed conflicts on the right to education of Internally Displaced Children (IDCs) in Nigeria and the effectiveness of Nigeria's legal regime in protecting these rights. It identified structural conditions as the principal challenge truncating the right of IDCs to education. Using the best interest principle, non-discrimination rule, and the right to participate as its theoretical foundation, the paper posits that the protection of the right of uprooted children to education serves the overall future interest of both IDCs and the country. It argues that the failure of government to protect these rights through the emplacement a robust legal regime to address the identified challenges amounts to an infringement of IDCs right to education as well as their right to a better future, particularly under international law. The research considers the position of Nigerian law and international human right instruments – Nigerian Constitution, Nigeria's Child Rights Act, Convention on the Rights of the Child, Universal Declaration of Human Rights – as the legal foundation of its argument. It recommends the emplacement of a structured legal regime to address the challenge.

Keywords: internally displaced children, right of the child to education, robust legal regime

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First Time Students' perspectives on their Transition from High School to University

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The transition of first-time entry (FTEN) students into university is a major concern globally. It has long been argued that first-year university experience has a critical influence on a student's intention to complete their undergraduate studies. University students in South Africa face a myriad of adjustment issues during transition as they find tertiary study an isolating experience and an alien environment. This study used Tinto's three stages (separation, transition and incorporation) as a lens to view First Time Entry (FTEN) university students. A qualitative, contextual, descriptive research design was applied to purposively and conveniently choose twelve participants from a South African University. Data gathering tools used were semi-structured interviews, Focus Group Discussions (FDG) and document analysis. Findings suggest that the period of transition from high school to university is experienced as problematic and stressful regardless of students' background. Individual FTEN students commence this transition to university as adolescents and complete it as young adults- the symbolic end of childhood. Their status evolves from high school to university;

siblings to roommates; last, from a child living within a family to an adult living in university residence. FTEN university students are left to fend for themselves through the maze and have to "learn the ropes" of university life largely on their own. The article concludes that when multiple transitions overwhelm FTEN students' coping capabilities, they feel invincible and can usually take uncalculated risks which may lead to pressure of not completing their first-year studies. The article suggests transitionary subsequent adjustment to the university environment which involves positive aspects, such as opportunities for personal growth and for meeting new people and a period of great change.

Keywords: First time entry, High school, Students, Transition, University

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Safeguarding the Future and Right to Education of Children with Disabilities in Nigeria

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Children, just like every human, are entitled to rights which have been described by some as fundamental and inalienable to human existence. The right to education is one of such rights and is essential in the development of man and his society. Disability stands as a major hindrance in the actualization of the right to education of children in Nigeria. This paper examines the plights of Nigerian children with disabilities as it relates to their right to education. It highlights the physical, social and attitudinal barriers children with disabilities face which negate and hamper their right to education. It adopts the right to participate and the non-discrimination theory. The discussion in this paper is hinged on the legal regime that affects the right to education of the Nigerian child with disabilities which include Nigeria's Constitution; Nigeria's Child's Right Act; the Convention on the Rights of the Child; Universal Declaration of Human Rights; and the African Charter on Human and Peoples Right, 1981. It posits that attitudinal change and need for the adoption of best practice are the panacea for the protection of the right of education of Nigerian children with disabilities.

Keywords: Children with disabilities, right to education, child's right and attitudinal barriers.

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The impact of creative accounting and ethics on financial reporting

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Creative accounting and ethics are one of the most recent subjects in the accounting field, and which are also considered as one of the main reasons of challenges of conceptualising true and fair in financial accounting reporting.

Many researchers or writers try to get definition for this concept like (Naser, 2013) who give an academic view offers a definition “creative accounting and ethics is the transformation of accounting figures from they actually are to what prepares desire by taking advantages of the existing rules and\or ignoring some or all of them” this definition take one of the creative accounting and ethics sides, which related to the high flexibility and alternatives of financial rules and standards, but creative accounting and ethics does not stop hear, Jameson write about this subject as the following “The accounting process consist many of dealing with many matters of judgment and resolving conflicts between competing approaches to the presentation of the results of financial events and transaction in our opinion this view look more wider Which mean that creative accounting and ethics may consist the judgments factor which can be used in a wrong way from some parties, so from previous we can see that we got many definitions of creative accounting, because according to our view there is no clear picture about creative accounting and ethics yet.

Accountants use their knowledge in the accounting rules and standards to manipulate the financial figures in the reported financial statements to get more favorable appearance for it, this process become considered as creative accounting, which was handled by many of studies from the theoretical or argument perspective, and rarely from empirical one.

For that we try in our Research to view this subject from Empirical perspective. So, this is put us in front of big question, which is “. Do we got creative accounting and ethics in practice or not and even the answer Yes or No; how can we specify or get this answer?
And what make this subject important as a research field. That creative accounting and ethics increased recently in a significant way.

So, we will try in this study to reach to a clear view of creative accounting and ethics and ethics in Jordan and to which extent it exists in the practice in Jordanian companies and try to make a relation between some financial ratios or figures and the existing of creative accounting and ethics and ethics.

This view will be from a tax perspective which mean that we want to explain if the differences between the income presented by companies in reported financial statement and the adjusted income by ISTD, and try to know if the different caused by creative accounting and ethics or differences between taxes law and accounting principles (IFRS)

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