Niagara College Community Employment Services

ABOUT OUR SERVICES

Niagara College Community Employment Services offers a variety of services and programs that can help you hire and train the right people.

Hiring and Training the Right People

• Use our website to post your vacancies
• Receive a hiring incentive for your eligible new hires
• Train your existing and new staff with the COIG program
• Let us screen and match candidates to your postings
• Help a youth gain valuable work experience
• Training grants of up to $10,000 per employee

Employment Services

• Financial assistance to offset hiring and training costs
• Job vacancies posted on our website and job board
• Resume screening, matching, and placement of workers to meet employers' needs
• Office space available for interviewing

Canada-Ontario Job Grant

• Provides direct financial support to employers who wish to train their existing or new employers
• Employers can receive up to $10,000 per employee per training
• Can cover up to 5/6 of the cost of eligible training

Youth Programs

• Hiring and training incentives to hire youth aged 15 to 29
• Includes a summer job opportunity component for students aged 15 to 18 who are returning to school
• Youth participants complete job readiness training prior to placement

Connecting your business to the people and training you need

"As a small business, it is always difficult to take the leap to add another full-time staff member. Wondering if the workload and finances are there in order to keep someone employed is always one of the main questions when hiring. The training grants provided have been a great incentive to help me go forward with the decision to hire another staff member."

"Helping with training costs for our specialized teachers in the Montessori philosophy, has enabled our school to remain competitive in a very challenging industry. It has enabled the school to help train and retain qualified staff, while they are employed as teachers. Without the financial assistance of the Canada-Ontario Job Grant program, this type of training would have been out of reach for many of our currently employed staff."

"Training three of our employees in Management Development has allowed our company to reduce costs and increase revenues. Without the financial assistance of the Canada-Ontario Job Grant program, this type of training would have been out of reach for us. Hiring new technical staff with the help of Niagara College's hiring incentive programs has allowed us to bolster our Product Development team, which in turn enables us to be more competitive in a rapidly changing market."

EMPLOYER EXPERIENCES

Impact of Niagara College CES Programs

Go Green Plumbing

Beyond Montessori

North American Traffic

"Hiring and training new staff through the support of Niagara College's hiring incentive programs has allowed us to build a strong, dynamic team. Our organization is a strong believer in partnering programs whenever possible as we appreciate the value and outcomes of such collaborations for the whole community at large. We also support all programs which strive to fully integrate all participants, whether new to Canada or Canadian-born."

Niagara Folk Arts Multicultural Centre

2019 BBAH Research Notes

A compendium summarizing student projects from the 2018/19 Academic Year
Hiring and Training the Right People

Youth Programs

- Youth participants complete job readiness training prior to job placement.
- Includes a summer job opportunity component for students aged 15 to 18 who are returning to school.

Employers can receive up to $10,000 per employee per training. This allows employers to train their existing or new staff at their own pace and location.

Canada-Ontario Job Grant

- Provides direct financial support to employers who wish to train their staff.
- Can cover up to 5/6 of the cost of eligible training.

Niagara College Community Employment Services

- Offers a variety of services and programs that can help you hire and train the right people.
- Helps employers with:
  - Office space available for interviewing.
  - Resume screening, matching, and placement of workers to meet employers' needs.
  - Job vacancies posted on our website and job board.
  - Financial assistance to offset hiring and training costs.

ABOUT OUR SERVICES

Niagara College Community Employment Services offers a variety of programs to support hiring and training.

Connecting your business to the people and training you need.

Niagara Folk Arts Multicultural Centre

- Programs have allowed us to build a strong, dynamic team.
- Our organization is a strong believer in partnering programs whenever possible as we appreciate the value and outcomes of such collaborations for the whole community at large.

Beyond Montessori

- By implementing the Montessori philosophy, has enabled our school to remain competitive in a very challenging industry. It has enabled the school to help train and retain qualified staff, while they are employed as teachers.
- Without the financial assistance of the Canada-Ontario Job Grant program, this type of hiring and training for specialized teachers in the Montessori market would have been out of reach for many of our currently employed staff.

North American Traffic

- Programs have allowed us to bolster our Product Development team, technical staff with the help of Niagara College's hiring incentive.
- Financial assistance of the Canada-Ontario Job Grant program, this type allowed our company to reduce costs and increase revenues. Without the financial assistance of the Canada-Ontario Job Grant program, this type of training for specialized teachers in the Montessori market would have been out of reach for many of our currently employed staff.

Go Green Plumbing

- Training three of our employees in Management Development has been a great incentive to help me go forward with the decision to hire another staff member.
- A common question when hiring. The training grants provided another full time staff member. Wondering if the workload and finances are there in order to keep someone employed is always one of the main questions when hiring.

- As a small business, it is always difficult to take the leap to add another full time staff member. As a small business, it is always difficult to take the leap to add another full time staff member. Wondering if the workload and finances are there in order to keep someone employed is always one of the main questions when hiring.

- Go Green Plumbing would have been out of reach for many of our currently employed staff due to the financial assistance of the Canada-Ontario Job Grant program, this type of training for specialized technical staff with the help of Niagara College's hiring incentive.

- Helps with training costs for our specialized teachers in the Montessori market.

- Niagara College's hiring incentive programs have allowed us to build a strong, dynamic team.
- Our organization is a strong believer in partnering programs whenever possible as we appreciate the value and outcomes of such collaborations for the whole community at large.
Niagara College Community Employment Services

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Niagara Folk Arts Multicultural Centre

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Introduction

This document is a collection of student research project summaries from the 4th year Bachelor Business Administration, Hospitality (hereafter BBAH) course, Research Methods and Application I/II. The works in this volume contain projects completed in the 2018/19 Academic Year.

Project Requirements - Background

Spanning two semesters in their final year of study students are required to create, design, implement and analyze data for a research project. The capstone project requires students to apply critical thinking, common sense and subject specific knowledge to develop comprehensive reports on their research studies. Students are given the choice to undertake the project on their own or with a partner. Topic selection is up to the student but generally requires students to reflect on concepts covered as part of their studies in the BBAH program.

Volume 1 - 2019

The breadth of research studies explored in the 2018/19 academic year have been categorized under four headings: 1) Motivation, Satisfaction and Personality, 2) New Product Development and Industry Needs, 3) Awareness and Perception and 4) BBAH Program Promotion. The aforementioned headings represent sections for this document.

Projects included in sections one through three evolved over academic year morphing from general student interest to the eventual research report. The last section includes two projects, completed by student research teams (two students per project), concerning the promotional efforts of the BBAH Program. Specifically, these projects explored the use and effectiveness of social media platforms when deciding on enrolling in the BBAH Program.

As stated, all works in this volume were created by students and student researchers have agreed to have their study summary published in this compilation document.

Dr. Heather Clark (Editor)
Motivation, Satisfaction and Personality
Why Do People Participate In eSports?
By Xionghui Ren

Research Aims

This study was committed to investigating the reasons why people participate in eSports. This study investigates the correlations among motivation, demographics, and level of involvement.

Background Literature

Whether eSports is a real sport or not has long been a debatable topic. Different from traditional sports, eSports mainly focus on online competition on electronic platforms such as computers or gaming consoles. Therefore, many people disavow eSports as a real sport because they think it is unhealthy. However, it is finally proved that eSports has met all the criteria to be a real sport (Schaeperkpetter, et al., 2017). As the popularity of eSports continues growing, more and more people start to watch eSports. Some researchers find that escapism (Hamari & Sjöblom, 2017) and both competitive and hedonic need gratifications (Weiss & Schiele, 2013) are the main factors that drive people to watch eSports. As technology develops, the existence of online streaming gives people an easier way to watch eSports. The development of this industry is very positive.

Research Design

This study aimed to investigate how does motivation, level of involvement, and demographics as three relate to people’s participation in eSports. Data collection for this research was based on online and offline survey distribution. The respondents were asked for their gender, age, education level, employment status, income level, and relationship status as required demographic data. A total of 35 questions were composed to collect required data.

The survey was designed based on the Leisure Motivation Scale (LMS-28), which is a seven-point scale allowing people to indicate to what extent they feel the question presently corresponds to one of the reasons that why they practice this leisure. Collected data was inserted to SPSS, and the Pearson Correlation Coefficient was used to determine the significance.

Findings

The result shows that Generation Z and Millennials are the major participants of eSports. People were not participating eSports to avoid doing other tasks, and the level of income did not have a strong statically correlation with the level of involvement. Positive association is found between the sense of accomplishment and the level of involvement, escapism and the level of involvement, novelty and the level of involvement. These factors are found to be the major reasons why people participate in eSports.
Discussion

This study has certain limitations during the data collection process. Demographic data is very limited on age, job occupation, and country. Over half of the data were collected at Niagara College Canada, which restricts the generations within Generation Z and Millennials. The survey was only available in the U.S. and Canada, and no professional players nor game developers were asked. The limited information can hardly represent the whole eSports industry. Also, the level of involvement is only determined by time. Other perspectives such as economy should be put into the play. The results were mostly expected except for the correlation between the level of income and the level of involvement. It was assumed that eSports to them is inferior good instead of a normal good. This study provides a general guide and ideas to people regarding the participants of this industry. It could help game developers and investors to understand their customers and market position better.

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The Relationship Between Personal Characteristics and Information Source Use and Travel Decisions

By Dan Peng

Research Aims

The purpose of this research is to explore how personal characteristics and information sources will influence travel decision-making. Personal characteristics factors are evaluated by demography and personality, and this study will measure which information sources are most popular.

Background Literature

Each research discusses different factors with their own research and offers evidence to strongly support this topic. For example, one study showed that Turkish tourists make decisions more on their family basis and are more price sensitive than the European and Asian counterparts do (Nuray, Li, & Uysal, 2012). Further to the above, different culture has an effect on travel decision-making. Research also shows that most Vietnamese think consumer-generated media (CGM) is a widely and useful tool to know information about attractions, and this online information is reliable to them (Nhon & Khuong, 2015). Previous studies support the idea that social media affects travelers’ decision-making.

Research Design

This research employs a quantitative analysis, and the data is collected using the survey research method. Also, the survey is a Quasi-Experimental design, and it investigates relationships between personal characteristics and information sources on travel decision-making. One hundred Niagara College students participated. Before asking students to do the survey, students were informed of the purpose and objectives of this survey, and they have right to decide if they are willing to participate in this survey or refuse to answer some sensitive question. The researcher was careful to protect the confidentiality and privacy of participants.

During the survey, students’ basic personal information will be collected, like gender, nationality, personality, and program etc. To investigate the main information sources that are social media and advertisement, there are some questions for students. For example, where do you get information about travel decisions?; Do you think using social media is a primary tool for decision making? etc. Also, there are some questions to identify the relationship between information resources and demography or personality, like Which statement best applies to you?; and How much do you trust the information on social media? etc. After collecting all the data, the information was analyzed using SPSS software.

Findings

Results show that Asian people are more likely to travel for culture reasons (14.6%), and participants who come from America region travel for adventure (16.5%) as their main interest. The participants from Asia and America region chosen different reasons for travel. The P<0.01, which means cultural diversity has a significant relationship with travel decision-making.

In addition to the above results, respondents indicate that social media (39.8%) and official website (36.9%)
are the most useful tool for travel information. Findings also show that over half students (56.3%) agreed that social media is important when they are making a travel decision, and 36.9% of participants trust the information from the social media, even 45.6% are neutral. The social media has a strong relationship with travel decision-making (P<0.01).

The study finds that information resources have a strong relationship with the demography factor due to P<0.01. It also clearly shows that 22.3% of students from America choose the official website as the most useful tool, and 25.2% of Asian students use social media as a priority tool. Finally, participants who like traveling once per year (54.3%) can be more easily motivated by the advertisements. Advertisements can be used to motivate people, and the result shows there is a weak relationship between advertisement and personality (P<0.1).

Discussion

Based on the analysis of the survey, the demography situation, the use of social media’s function, and advertisements have a relationship with travel decision-making. In this investigation, the author didn’t find the relationship between different personalities and travel decision-making (P<.01). Also, there was no relationship between gender and making a travel decision or using different information resources. This result can be caused by various reasons, such as an unequal number for each gender, technology development, and economic situation etc. Also, this survey only focuses on college students who mostly are the young generation, and do not consider the old generation’s ideas and experiences. If any researcher wants to investigate more deeply, they have to research more information and data because this study provides limited information to researchers.

The results suggest that demography, different personalities, use of social media’s function, and advertisements that the companies offer should be considered as the main factors, when a company or organization develops market strategies. Although the four main factors significantly affect travel decision-making, other factors also should be considered as well. The better understanding of these factors the companies and organizations have, the more they can develop great strategies for current and future business.

References


The Differences in Personality of Cat and Dog Owners
By Audra Parr and Stephanie Provencal

Research Aims
The aim of the research study is to determine the relationship between the personalities of cat and dog owners. The objectives intend to determine what the relationship between the type of animal owned and the participant’s attitudes and behaviours is, what the relationship between their personality and type of animal owned is, what the relationship between their emotional reactions and the type of animals they own is, and what the relationship between activities and hobbies and the type of animal owned is.

Background Literature
Past research has been conducted in regards to the topic of differences between cats and dogs, or behaviours of these two animals, however no significant previous research has been conducted to determine a relationship between the ownership of these two pets. Although research is lacking in this exact topic, past research can contribute to the theory behind this study, in proving that there should be a difference in the two personalities. For example, an online web article that studies the differences between cat and dog owners separately explains, “Cat people and dog people really do have different personality traits, new research suggests. People who own cats tend to be more creative, adventurous, and anxious. Dog owners, on the other hand, tend to be more extroverted, secure, and risk-averse” (Howard, 2015). As this source explains, research suggests that cat and dog owners have different personality traits in relation to their pet. This is significant in this specific study as it shows that there is reason to believe there would be a significant difference between cat and dog owners. Other past literature studied the difference between a pet and its owner, however again did not compare the differences in owner’s personalities. This source explained, “Overweight in cats was significantly associated with overweight in older owners...Cat's age was inversely correlated with cat's and owner's activity levels” (Heuberger & Wakshlag, 2011). Though past research is helpful when determining a difference between cats and dogs and their personalities, there have been so significant findings in relation to human ownership, leaving a large gap and room for growth on this topic.

Research Design
An online survey consisting of questions relating to personality was conducted for 100 participants, 50 cat owners and 50 dog owners. The survey included questions relating to hobbies, behavioural, emotional, and the Big Five Personality traits (agreeableness, consciousness, neuroticism, openness, and extraversion). As found in past research studies, this type of personality testing has proven to be successful in measuring participant’s personalities, one source explaining: “Personality instruments like the MBTI and Big Five were later designed and used by psychologists more to measure personality traits and less as a screening tool. Personality tests are based on certain assumptions, for example that personality remains relatively stable over time and across different situations, which is the reason why personality tests were initially used for selection” (Lundgren, Kroon, & Poell, 2017).

The survey consisted of 35 questions, concluding asking the participant’s age and gender. The researchers intended for the survey to be short enough to not overwhelm the participant or discourage
them from participating, however long enough to find significant data. The researchers found that this was a suitable amount of questions, as the average time to complete the survey was about two minutes. The researchers decided to make use of online surveys as a research instrument as they were able to easily distribute them using social media and emails. This method was effective as friends through social media “shared” the survey with their friends, allowing the survey to reach a much larger audience. The researchers also collected names of participants to be entered in a draw for a gift certificate to Pet Smart. They chose this store as it would be beneficial and attractive for all participants, if their name was drawn.

Findings

The researchers grouped the 35 questions into “like-based” categories to analyze the findings better. These categories included: kind word, outgoing, personable, leadership, reliability, positivity, organization, thinking outside the box, staying in the background, anxiousness, moody, frustration, judgemental, active, and leisure. The first variable, having a kind word, produced similar results between cat and dog owners, with both parties “agreeing” with the statement of having a kind word for others. The outgoing related category found that dog owners had a slightly higher agreeable response than cat owners. In the personable category, there was a higher agreeable response from dog owners, while cat owners felt indifferent on this topic, and this category was one of the few findings that showed a significant difference between the pet owners.

The leadership category found that both cat and dog owners chose the “neither agree nor disagree” option, showing no significant relationship in regards to this category. The reliability category showed that a higher percentage of dog owners agreed with being reliable than cat owners, quite similar to the positivity category as well. The organization category found that more dog owners than cat owners agreed to be organized, a similar finding for the thinking outside the box category. In regards to staying in the background, the findings were quite close between the owners, similar to the anxiousness category.

In the moody category, both dog and cat owners felt their moods do not change easily, showing no significant difference in this category. More cat owners agreed with frustration related questions than dog owners, while in the judgemental category, more cat owners felt neutral on the topic, while dog owners were split between neutral and disagree feelings. The active category was another finding that showed a significant difference between cat and dog ownership personality, as a larger percentage of dog owners agreed with being active while cat owners disagreed. The leisure category that analyzed indoor hobbies showed that both cat and dog owners felt neutral on this topic, with close percentages. The demographics analysis showed that most participants were between ages 18-30, and also identified as female.

Discussion

Through the study, the researchers found that for the most part, there was no significant difference between the personalities of cat and dog owners. The only two factors or categories that proved to be significant were the personable and active categories, displaying a significant difference in the results. The results show that there really is not a difference in the personality of these two pet owners, which
was surprising to the researchers. The researchers assumed that there would be a significant difference shown through the findings, though no previous research was present to support or discourage this theory. For future studies, the researchers recommend future researchers to find a wider demographic range, as this study mainly analyzed responses of young adults.

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Organizational Leadership and Job Satisfaction

By Jing Li

Research Aims

1. Does organization and leadership have a relationship with overall job satisfaction?
2. Does wage and benefits have a relationship with overall job satisfaction?
3. Does training and support provided have a relationship with on overall job satisfaction?
4. Does workload have a relationship with on overall job satisfaction?

Background Literature

Firstly, Esmaeilpour and Ranjbar (2017) show that employee job satisfaction strongly effects employee loyalty and turnover rate. Secondly, according to the Chen et al’s (2016) study, shows that commitment to both origins and managements, positive job conditions, personal benefits, service attitude and career development opportunities are the important factors to ensure employee loyalty. Thirdly, according to Rehman and Mubashar’s study (2017), high levels of workplace stress cause not only high turnover rate, but also higher levels of absenteeism, workplace violence, low morale, and low workplace productivity as well. Fourthly, a leader is responsible for ensuring that a company or organization is working towards a clear and uniform goal. Finally, Kuruüzüm et al (2008) found that excessive workload was one of the most common causes of burnout in middle management employees for a number of reasons, such as a loss of mental acuity, increased levels of workplace-family conflict and higher levels of workplace stress.

Research Design

The data was collected via a questionnaire composed of twenty-five questions pertaining to the topic of job satisfaction and willingness to perform job duties. Each area of satisfaction had five questions, for a total of five sections (the organizations and leadership, the wage and benefits, training and support provided, workload, and overall job satisfaction) with five questions each (one section being about overall job satisfaction). The questionnaires were handed out to at least one hundred students in the Niagara College Hospitality program who just completed their first co-op work placement term. Questions asked participants how they feel in response to statements, and to indicate whether they; strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree. Each answer will have a number associated with it, one, two, three, four, and five respectively, and answered will be able to be filled out online. This data was aggregated, with a score of five to twelve indicating low satisfaction, three-toeen to eighteen indicating average satisfaction, and nineteen to twenty-five indicating high levels of satisfaction.

By combining the total scores of first four sections (the organizations and leadership, the wage and benefits, training and support provided, and workload) comparing with last section (overall job satisfaction) can determine an aggregate score of how satisfied the responders about the companies they work for, and indicate whether there any relationships between overall job satisfaction and satisfaction with an organization and leadership, wage and benefits, training and support, and workload respectively.
Findings

Objective 1: Does organization and leadership have a relationship with overall job satisfaction?

According to the research, there is a strong correlation between high organization and leadership values and high overall job satisfaction values, with the highest number of correspondents falling into the categories with a high value for both organization and leadership, and overall job satisfaction. A Chi Square test was used to further determine whether there was a relationship between organizational satisfaction and overall job satisfaction, with a significance of p < 0.01, there is a relationship between organization and leadership and overall job satisfaction.

Objective 2: Do wage and benefits have a relationship with overall job satisfaction?

According to the research, there is a strong correlation between high wage and benefits values and high overall job satisfaction values, with the highest number of correspondents falling into the categories with a high value for both wage and benefits, and overall job satisfaction. A Chi Square test was used again to determine whether there was a relationship between wage and benefits satisfaction and overall job satisfaction, with a significance of p < 0.01, indicating it was very likely to be a relationship.

Objective 3: Does training and support provided have a relationship with overall job satisfaction?

The research shows a similar correlation between wage and benefits and overall job satisfaction, with the highest number of correspondents falling into the categories with a high value for both training and support provided, and overall job satisfaction. The results of a chi square test were p<0.01 for training and support compared to overall job satisfaction as well, indicating that these results were likely because of a relation between the two factors.

Objective 4: Does workload have a relationship with overall job satisfaction?

The research shows a similar correlation between workload and overall job satisfaction, with the highest number of correspondents falling into the categories with a high value for both workload, and overall job satisfaction. The results of a chi square test were p<0.01 for workload compared to overall job satisfaction as well, indicating that these results were likely because of a relation between the two factors.

Discussion

According to the result of questionnaires that found a strong relationship between overall job satisfaction and satisfaction with an organization and leadership, wage and benefits, training and support, and workload respectively. The findings were expected since these aspects have a relationship with overall job satisfaction is significant because it shows employers that all the different aspects of a job will affect the overall satisfaction an employee has with their job. This information lets employers know to focus on all aspects of a job when considering employee satisfaction. Employees are the
foundation of any company, especially companies in the service industry. While working they represent
the company, and any interactions between an employee and customer will affect the customers image
of the company, and therefore the value of the companies’ brand. Since all four of these factors
positively influence an employee’s job satisfaction, companies should consider a more holistic approach
to increasing job satisfaction. This is important in an industry where costs like labor need to be
minimized, forcing employers to find other ways beyond simple pay increases to increase employee
satisfaction. A better understanding of each of the four factors might help employers understand the
desires of their employees better, and in doing so create a better and more productive work
environment. The future study should be focus more on different approaches to increase employee
satisfaction within companies.

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New Product Development and Industry Needs
Hotel Development Needs in Niagara-on-the-Lake
By Anna Cherdakova and Rachel Wirkkonen

Research Aims

This study determines whether there is a need for further hotel specific development in Niagara on the Lake. The research questions include:

- What are the views regarding the growth of Niagara on the Lake as a destination?
- What are views of growth within the accommodation sector in Niagara on the Lake?
- Is there a need for additional hotel specific development?
- What are the challenges to the growth of the accommodation sector in Niagara on the Lake?
- Is there enough continuous demand to sustain an additional hotel development?

Background Literature

The literature review looks at both the Niagara region, but also what influences growth in other destinations. In an article called ‘What has influenced growth in the UK’s boutique hotel sector?’ discusses various motivators and influencers of growth in a specific sector. Although this part of the industry does differ from Niagara on the Lake, it does have similarities when it come to the “quaint feeling” of Niagara on the Lake. The article discusses the importance of identifying these key motivators in order to understand how to be successful in the market (Aggett, 2007). Another article looks at the Niagara region itself, and past problems and solutions the region has dealt with in the industry (Jayawardena, 2008). These helped the researchers to determine what factors may contribute to growth in the area, but also what past problems may lead to or contribute to current issues.

Research Design

This study is a qualitative study. The methods include the in-depth interviews with the experts in the area of Niagara on the Lake. Experts’ feelings and opinion about the growth of the region were evaluated in the findings section. The interviewees have been selected based on their knowledge of the region and their professional hospitality related expertise. Five experts were interviewed in total. The researchers have been selected from different fields of Hospitality industry to get the most diverse and realistic perspective.

Findings

The overwhelming reply that the researches received was that Niagara on the Lake has grown significantly as a destination and will only continue its growth in the years ahead. Most experts view the potential development favourably. Even though it has been identified that there is no pressing need for more hotel specific accommodation, if there were a hotel built, the destination has enough demand to sustain that additional accommodation. A hotelier perspective was provided by one of the experts, who said that additional accommodation will create more competition for local hotels and take away business from them. The customer perspective was portrayed by another expert, who said that additional development creates more choice for customers. In today’s market, the company that is currently operating in Niagara on the lake enjoys oligopoly. Opinion was expressed that by bringing more hotel developments in, the customer will have a bigger choice.
The challenges have been discussed at length by the interviewees. The biggest challenge identified was the community resentment towards additional hotel development. Another challenge that was discussed was congestion and the lack of infrastructure. Experts talked about seasonality as a challenge to a new development. However, despite seasonality, the majority of experts agreed that if a hotel were built, the existing demand would still sustain it and the customers would benefit from having additional choice.

Discussion

Major findings of the study include six themes. These themes are the overall destination growth, growing demand in the region, enhancement of tourism experience by providing additional hotel-specific accommodation, destination needs, challenges associated with potential additional development, and contributing growth factors. These are significant because they contribute to the understanding of how Niagara on the Lake is growing as a destination, what motivates tourists, and challenges/barriers to future growth. Further research could be done in regard to the challenges in developing this area. For example, a feasibility study could be done in terms of the traffic and road issues. If Niagara on the Lake is going to continue to grow, this an issue that would need to be addressed. Further studies could also be conducted directly with the local community of Niagara on the Lake. This could be done in order to better understand local motives and attitudes, but to also find ways to meet the local wants and needs when it comes to the continued growth of the community and tourism in the area.

References:


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The Impact of Technology in the Hospitality Industry

By Xiaoxiao Wei and Danqi Luo

Research Aims

The current study aims to evaluate the technologies that affect the hotel industry based on the perspective of hospitality employees. The three research questions are: 1) what is the impact of technology on work? 2) what improvements have been made in hotel technologies? 3) what are the employee’s perceptions about how the consumer experience is changed by technologies?

Background literature

Saratchandran (2018) notes that online booking function has a significant impact on hotel revenue. Online reputation also impacts the hotels’ performance and revenue (Lad, 2018). Additionally, Cobanoglu, Berezina, Kasavana and Erdem (2012) indicate that there is a positive relationship with customer satisfaction and Business Essentials for Travelers, In- Room Technologies and Internet Access. Furthermore, with the development of the hotel technology, in order to better protect customer information, the technology security should also be improved (Hertzfeld, 2014). Hence, how hotel technologies affect the hospitality industry and where they are applied are questions for the researchers in the hospitality industry. While many existing articles have been introduced to explain the impact of technology used in the hospitality industry, those articles have not been analyzed in conjunction with industry evaluations.

Research design

The research data were obtained through the qualitative method. The key variables were measured by interviews from this study. All the participants from this research were all familiar with researchers. The number of samples should be around seven to ten people. They were either researchers’ classmates or co-workers. The mandatory standard of selection was that every participant should have working experience from the hotel industry.

Researchers needed to observe and analyze each respondent’s answers to reach a conclusion. The key variables in this study were attitude, feeling, and opinion. First, the feeling of using hotel technologies was described as interviewees’ personal experience about hotel technology. Second, the opinion about improving the hotel technology was that one’s thoughts based on their work experience. Third, the attitude showed the trend of the impact of hotel technology on customer behavior.

Findings

The first result shows that the vast majority of interviewees held a positive feeling towards hotel technologies. The operation technology can store unlimited information and change easily. Also, it allows employees to do multi-tasking at the same time. The mobile check-in function can share the pressure with front desk agents during the busy seasons. In addition, the Performance Management System (PMS) makes the hotel job more environmentally friendly. Now, employees can use electronic technologies to track and store information as much as they want. On the PMS, it is paperless and saves space.

The second finding notes that today’s society is an era of rapid technological development, like most PMS systems that are well connected to key machines and rewards programs; however, all the programs are
constantly improving. For example, respondents note that the Opera system does not have automatic e-folio to send to guests; the housekeeping needs to send the final receipt underneath the doors. Galaxy is a very old system. It has the black screen and operators can only operate through the keyboard. The operators have to enter the code and then they get the information. Although Lightspeed was technically revolutionized by IT technologists, it still has some drawbacks. For example, it has too many steps, and employees cannot get all the information for a reservation on an interface.

The third result shows that as the society as a whole has entered the age of technology, hoteliers have introduced many technologies to the hospitality industry to keep up with the times. Generally, the people prefer technology, but there are exceptions. Baby boomers, for example, take longer to learn and adapt to high-tech products and applications. However, for the young generation, they grow with technologies. Even though there are new technologies that appear every day, they can easily take control of them. In addition, in order to provide guests with better service, hotels have added various communication tools, such as, Quore, Kipsu and Zingle. The online communication tools make communication between guests and workers more convenient.

Discussion

Hotel technologies had many positive effects on employees’ works in the hotel industry. The managers from Hong Kong also acknowledged that hotel technologies have many direct and indirect positive effect on hotel revenue (Law & Leung, 2012). It is interesting that the findings of this study differs from the existing literature on the development of robot services. Chun-Min, Li-Cheng, and Chin-Yao (2015) support the development of robot services in hotels. However, the current study has a different perspective. In addition, developing the personal hotel technology is a trend now.

Due to the limitations of the interview site, this study has different views on the development of robot services form the existing literature. The region of the interviews (Niagara Falls) is a tourism destinations. The main target market for hotels is family travels and trips for special occasions, such as, birthdays, anniversaries, and honeymoons. Most guests come here to enjoy the local environment and hotel services, so too much use of robot services would undermine the mission by reducing human interaction. However, Chun-Min, Li-Cheng, and Chin-Yao (2015) believed that the development of robot service is an important trend of hotel technologies. Thus, in future studies, researchers should consider the diversity of respondents. They should try to expand the demographics of the sample. By analyzing the answers of different interviewees in combination with their work backgrounds, more accurate and representative conclusions can be obtained.

References


ABOUT OUR SERVICES

Niagara College Community Employment Services offers a variety of services and programs that can help you hire and train the right people.

**Hiring and Training the Right People**
- Use our website to post your vacancies
- Receive a hiring incentive for your eligible new hires
- Train your existing and new staff with the COIG program
- Let us screen and match candidates to your postings
- Help a youth gain valuable work experience
- Training grants of up to $10,000 per employee

**Employment Services**
- Financial assistance to offset hiring and training costs
- Job vacancies posted on our website and job board
- Resume screening, matching, and placement of workers to meet employers' needs
- Office space available for interviewing

**Canada-Ontario Job Grant**
- Provides direct financial support to employers who wish to training their existing or new employers
- Employers can receive up to $10,000 per employee per training
- Can cover up to 5/6 of the cost of eligible training

**Youth Programs**
- Hiring and training incentives to hire youth aged 15 to 29
- Includes a summer job opportunity component for students aged 15 to 18 who are returning to school
- Youth participants complete job readiness training prior to placement

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**EMPLOYER EXPERIENCES**

**Go Green Plumbing**

"Hiring and training new staff through the support of Niagara College's hiring incentive programs has allowed us to build a strong, dynamic team. Our organization is a strong believer in partnering programs whenever possible as we appreciate the value and outcomes of such collaborations for the whole community at large. We also support all programs which strive to fully integrate all participants, whether new to Canada or Canadian-born."

**Beyond Montessori**

"Helping with training costs for our specialized teachers in the Montessori philosophy, has enabled our school to remain competitive in a very challenging industry. It has enabled the school to help train and retain qualified staff, while they are employed as teachers. Without the financial assistance of the Canada-Ontario Job Grant program, this type of training would have been out of reach for many of our currently employed staff."

**North American Traffic**

"Training three of our employees in Management Development has allowed our company to reduce costs and increase revenues. Without the financial assistance of the Canada-Ontario Job Grant program, this type of training would have been out of reach for us. Hiring new technical staff with the help of Niagara College's hiring incentive programs has allowed us to bolster our Product Development team, which in turn enables us to be more competitive in a rapidly changing market."

**Niagara Folk Arts Multicultural Centre**

"Hiring and training new staff through the support of Niagara College’s hiring incentive programs has allowed us to build a strong, dynamic team. Our organization is a strong believer in partnering programs whenever possible as we appreciate the value and outcomes of such collaborations for the whole community at large. We also support all programs which strive to fully integrate all participants, whether new to Canada or Canadian-born."

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Hiring and Training the Right People

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Go Green Plumbing

“As a small business, it is always difficult to take the leap to add another full time staff member. Wondering if the workload and outcomes of such collaborations for the whole community at large. Programs has allowed us to bolster our Product Development team, technical staff with the help of Niagara College’s hiring incentive programs has allowed us to build a strong, dynamic team. Our organization is a strong believer in partnering whenever possible as we appreciate the value and outcomes of such collaborations for the whole community at large.”

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“Hiring and training new staff through the support of Niagara College’s hiring incentive programs has allowed us to fully integrate all participants, whether new to Canada or Canadian-born.”

Niagara Folk Arts Multicultural Centre

“Outcomes for students in our programs have been excellent. Many of our students are going on to further education and making a great start in the workforce.”

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EMPLOYER EXPERIENCES

Beyond Montessori

North American Traffic

Go Green Plumbing
Consumer Impressions of Bag-In-Box Wines
By Adam Arkell and Ryan Whetung

Research Aims

Currently, consumer impressions of the physical taste and social impressions of boxed wine are relatively unknown. When reading the results of the study, a reader can gain knowledge of these consumer opinions and use these impressions in a number of ways. A marketer can use this list of impressions to develop better marketing strategies, a consumer can use this paper to determine whether or not to use bag-in-box wine, a retailer deciding which types of wine to sell and how, or an academic using the results to further develop the topic.

Background Literature

The literature selected speaks to previous research regarding Bag-in-box (Bib) wine, consumer views on wine, and consumer wine purchase patterns. Research is limited regarding Bib wine, therefore our study had merit to fill the demand for research. The definition of social impressions used within this paper is how consumers perceive bag in box wine when used in a social setting, such as a house party or dinner.

Research Design

The instrument chosen is a 26 question online-distributed survey, which made use of 17 Likert scale questions, 7 multiple choice questions, 2 open answered questions. These questions were aimed to provide insight on four objectives:

1. Determine consumer impressions of the physical taste and function of bag and box wine
2. Determine consumer impressions of the social aspect (following the definition given within the introduction) of bag-in-box wine
3. Provide quantitative data on consumers who drink either bag-in-box wine or bottled wine
4. Determine the popularity of bag-in-box wine within a primarily Canadian setting

It was hypothesized that bag in box wine will be viewed less favorably in terms of physical taste and social impressions than bottled wine

Findings

The following findings were gathered in correlation with our objectives outlined above:

- A majority of respondents either do not know or do not find that there is a perceived quality difference between bottled and boxed wine.
- Respondents perceive that bottled wine is better than boxed wine, and a constant 4% believe that boxed wine is better than bottled wine.
- In cross tabulations with serving and displaying wine formats, it seemed boxed wine had scattered views, where bottled wine was firmly placed in a strongly agreed category of its own.
• More than half of the female respondents stated that wine was their beverage of choice (53%), while less than a quarter of the male respondents agreed that wine was their beverage of choice (19%).

Discussion

This study has also shown that the consumer social impressions of BiB wine are negative in comparison to bottled wine. Based on the statistics in this study, especially the low levels of consumers that are willing to serve and display bag-in-box wine, the embarrassment of consumers in relation to BiB wine is still existent within Canadian consumers. Most interestingly however, there seems to be a difference between the displaying and serving of bag in box wine, which are both contributors to consumers social impressions of wine. It seems that some respondents would serve bag in box wine but would hesitate to display it for guests. This also highlights the embarrassment or insecurity that some consumers may feel when using bag in box wine within a social setting.

There seems to be a notable difference in consumer opinions of wine (both bag in box and bottled wine) based on the consumers gender. Women are more likely to agree that wine is their beverage of choice, while men are most likely to disagree that wine is their beverage of choice. The most interesting statistic is that a large portion of males are neutral to beverage choice. This can be advantageous to workers within the wine industry, as this can suggest that there is a large opportunity to encourage wine beverage preference within the male demographic. It seemed that most respondents enjoyed the activity of wine tasting, with approximately 67 respondents agreeing that they enjoyed the activity. This can present another opportunity for wine professionals to increase, perhaps by incorporating wine tasting activities or opportunities.

The hypothesis in this study, being that bag in box wine will be viewed less favorably then bottle wine in terms of physical taste and social impressions, was proven correct. Based on these results, most of the respondents perceive bottled wine more favorably than boxed based on quality of taste. To expand on the social impressions of this hypothesis, a large number of respondents would rather display and serve bottled wine over displaying and serving boxed wine. Specifically, 89 respondents would serve and display bottled wine when 24 respondents would display and serve boxed wine.

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Consumer Perceptions of Robots in Accommodation Establishments
By Anastasiia Chystokoliana and Daria Savchuk

Research Aims

The main objective of this research paper is to identify the key consumer perceptions towards robots in accommodation establishments. This study also aims to identify the key factors that tend to influence perceptions the most. The third objective of this research is to identify the relationship between factors influencing consumer perceptions and demographics/tourism experience.

Background Literature

The reviewed literature shows that the use of artificial intelligence in service is a growing trend in the hospitality industry. Literature on the suggested topic keeps expanding as the development and improvement of robots continues. However, the topic of robots in accommodation establishments has not been widely discussed by researchers yet. Moreover, researchers have not previously demonstrated interest in identifying consumer perceptions towards robots in Canada, which is an advantage of the proposed research.

Research Design

The proposed study is a quantitative research on consumer perceptions towards robots in accommodation establishments. Numerical data was generated, analyzed and then converted into meaningful data with the help of statistical analyses. To collect data, self-administered structured questionnaires were distributed in-person. The researchers have conducted a study based on 110 participants living in Canada.

The survey was divided into two different sections. The first section focuses on the demographical data, and the second part aims to identify the strongest factors influencing the perceptions towards the introduction and the use of robots in accommodation establishments.

Findings

The findings of the research study have not shown a significant difference between the answers provided by men and the answers provided by women. Background of responders was an influencing factor for overall excitement about the use of robots in accommodation establishments, which was not discovered in previous studies.

The most significant factor that was found in this research, is that 99.1% of respondents believe that robots will be able to provide information in more languages than human employees. Furthermore, most of respondents have shown overall excitement about the use of robots. Overall, people tend to be more positive about the introduction of robots in accommodation establishments, rather than negative.
Discussion

The research tested if consumers view robots negatively in terms of losing the “personalized service”, because it is one of the biggest threats of the hospitality providers. Based on the proposed and previous studies on consumer perceptions towards robots it can be concluded that, in general, the perceptions tend to be more positive.

A previous study has shown that women have a slightly more positive attitude towards service robots; however, the proposed study did not prove this assumption. Background of responders was an influencing factor for overall excitement about the use of robots in accommodation establishments, which was not discovered in previous studies. The respondents of this study were mostly young (below 34) college students or recent graduates. A similar study could potentially target the elder population to test their perceptions towards robots in accommodation establishments.

References:


Understanding Hotel Brand Awareness and Brand Image: A Case of Three Hotel Brands

By Biyun Dai (Betty)

Research Aims

The purpose of the research study is to examine customers’ brand awareness and brand image between three hotel brands: Park Hyatt, Doubletree by Hilton and Courtyard Marriott. The study objectives are to determine whether there is a correlation between:

1) Participants’ age and brand awareness/image;
2) Participants’ gender and brand awareness/image;
3) Participants’ home country and brand awareness/image;
4) Participants’ past experiences and brand awareness/image;
5) Brand awareness/image and decision making.

Background Literature

According to Aaker (1991), brand equity consists of four key dimensions which are brand awareness, perceived quality, brand associations, and brand loyalty. Strong brand equity positively affects people’s intentions to purchase a particular product, leading to a significant increase in profitability while the lack of brand equity in hospitality firms can damage potential cash flow (Kim, 2005). Keller’s (1993) conceptualization focuses on brand knowledge which involves two components – brand awareness and brand image. This research focuses on understanding customers’ hotel brand awareness and brand image, which in other words, the customers’ hotel brand knowledge. Brand awareness, which consists of brand recall and brand recognition, significantly impacts customer’s decision making during the information search stage (Aaker, 1991). Brand image is defined as customers’ perceptions of a brand reflected by the association held in the memory (Lau and Phau, 2007). Customers are more likely to purchase the product if they are familiar with the brand (Norazah, 2013).

Research Design

Considering the reliability, the methodology of the research will be online surveys. Questions on the survey will be divided into two categories: demographic questions, and brand awareness and brand image questions. Demographic questions are based on the participants themselves such as their age, gender, home country, and past experience. The purpose of the second part of the survey is to examine the participants’ evaluation (brand awareness and brand image) of the three hotel brands. For instance, questions on participants’ brand awareness towards familiarity, source of knowing the brand, and logo recall; brand image questions towards room cost, service quality, overall rating, and favorability. Several popular social media networking platforms are used to promote the survey. Links to the survey are shared on Facebook, Instagram, Wechat, and student emails.

Quantitative data is analyzed and calculated in a systemic method. Statistical Package for the Social Sciences (SPSS) is used to organize the collected data from the survey. Chi Square test is conducted to analyze the correlation between two variables in order to test the hypotheses.
Findings

The survey consists of 101 respondents with various backgrounds, and the demographic characteristics of the respondents are presented as follows: The survey comprised of 69 females and 32 males. Most of their ages are between 19-25 (66.3%), followed by 25 years old and above (26.7%) and under 18 years old (6.9%). 56.4% of the participants have international backgrounds other than from Canada or the US, 38.6% are Canadian and the remaining 5% are from the US. Hypotheses are tested and additional research findings are presented as follows:

1) There is no significant correlation between participants’ age and brand awareness/image;
2) There is no significant correlation between participants’ gender and brand awareness/image;
3) There is no significant correlation between participants’ home country and brand awareness/image;
4) There is a significant correlation between participants’ past experience and brand awareness/image;
5) Guests’ brand awareness/image influence their decision making on hotel bookings;
6) As for Park Hyatt hotel, most of the participants did not show strong brand awareness and image, and a few of them got to know this brand from online sources;
7) As for Doubletree and Courtyard hotels, majority of the participant are familiar with these brands, and “word-of-mouth” is the common source of knowing the brands.

Discussion

Strong brand awareness and brand image of the hotel positively affect people’s intentions to choose the product. On top of that, participants prefer choosing the hotel of which they demonstrate strong brand awareness and brand image, leading to the significant findings of the study that brand awareness and brand image impact customer decision making on hotel bookings.

Conducting the research on customers’ hotel brand awareness and image is significant and important for the hotel businesses to enhance brand awareness and optimize their business image and better evaluate their positions in the industry. The results are what were expected since college students are not quite familiar with high-end hotel brands such as Park Hyatt. However, the research study only analyzed three particular hotel brands, while there are many more hotel brands that need to be evaluated, thus it might show a different result on other hotel brands. Moreover, the participants of the research study were mainly college students. Future studies may analyze a wider variety of hotel brands as well as participants from various backgrounds to strengthen the validity of findings.

References


Students Perception of Study Abroad Programs
By Chelsea Jolliffe and Jacqueline Arazí

Research Aims

The main objective is to study student’s perception of a study abroad program in a post-secondary setting. Secondary objectives; to determine the relationship between the students’ background and their perception, to determine the relationship between perception of study abroad programs and awareness, to determine the relationship between interest of studying abroad and perception, to determine the relationship between experience and desired program characteristics, and to identify which variables students perceive to be the most important when choosing a study abroad program.

Background Literature

In the past literature many of the studies done focus on university students, this study closes a gap and studies college students. The past literature also neglects to discuss students’ background and their current study situations.

Research Design

This study is conducted with a paper hard copy survey. 101 students who are currently enrolled in a program at Niagara College will participate. This survey is a 20-question survey that will give the researchers enough information to conduct an analysis.

This survey was designed to be short to entice students to participate, all while giving the researchers enough information by, using direct, informative, and effective questions. Benefits of using paper surveys; “cost effective, can target feedback from everyone, easily distributed, and creates a personal experience” (DeFranzo, 2015). This survey will be based on a 5-point ranking system from Strongly Disagree (1) to Strongly Agree (5). The questions were chosen to best understand students’ perception and to be able to fulfill the objectives of this study.

Findings

Findings show that there was no significant difference to how students perceive study abroad programs. In doing this research the researchers were able to draw many conclusions, although none of them being of high significance. When looking at year of study and perception of studying abroad it is clear that first year students have a more negative perception of studying abroad.

Students’, who have rough background knowledge of study aboard programs and how they work, have a more positive perception of studying abroad. When comparing whether the student has studied abroad before or not, there is a higher degree of perception in students who haven’t studied abroad before. There is a higher positive perception in students who have not participated in a study abroad before.

The findings showed that students ranked the overall cost of studying abroad to be the most important factor. Followed by the country of proposed experience. This is next to the type of courses being
offered. Students ranked the choice of institution, and the ability to have their friends come with them as the least important variables.

Discussion

This study contributes to the understanding of the topic, because it shows how students at Niagara College perceive study abroad programs. Many of the results were expected, although the results showed that many students do not understand the aspect of study abroad programs.

In the past literature many of the studies done focus on university students, this study closes a gap and studies college students. The past literature also neglects to discuss students’ background and their current study situations. The next steps for this research would be to conduct interviews to get a deeper understanding of students’ perceptions.

References:


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Electric Vehicle Awareness, Perceptions and Opinions and their Relationship With Demographics in Canada

By Zhixing Lan

Research Aims

The purpose of this research report is to access the awareness of the Electric Vehicles in the public, and to see if there is any relationship between opinions, awareness and demographic.

There are four objectives as follows:

1) To assess people’s willingness of purchase an Electric Vehicle
2) To access the overall awareness of Electric Vehicle
3) To assess if there is any relationship between people’s gender and their interest and willingness of purchase an EV
4) To assess if there is any relationship between the gender and the perceptions of the convenience of using an Electric Vehicle.

Background Literature

The background literature of this research study includes the introduction of the transition during the development of Electric Vehicle which are the invention of hybrid vehicle and battery Electric Vehicle equipped with a gasoline engine generator such as Chevrolet Volt; and People’s satisfaction of Electric Vehicles over the world, which shows the current trend and the current satisfaction and the future developing direction of Electric Vehicle; and the current successful of automobile manufacturers such as Tesla series, Nissan Leaf, etc.; and the current EV Batteries development, which shows the relationship between Battery companies and Electric Vehicle manufacturers, and the future batteries developing directions; and the current disadvantages of Electric Vehicles, such as a small amount of charging stations, long time of charging the EV, and limited range.

Research Design

The analysis of this research study was based on the results of questionnaires. The questionnaire was made by the researcher by Google Docs, which includes twenty questions related to the purpose of the study, such as “Are you familiar with Tesla? How did you know that?” and “Would you like to purchase an EV for your next car?”. There were one hundred questionnaires collected, and the statistics analysis were made based using SPSS.

The selections of interviewees were regardless of the gender, age, and if they own a car or not.

Findings

The researcher found that the overall willingness of purchase an Electric Vehicles is not good, 56% people said they might buy an EV for the next car, 26% people said they will buy an EV for the next car, and 18% people said they will not buy an EV. More than half of the people are not decided if they would like to purchase an EV or not; they are still having a “wait and see” attitude, which means the development of the EV is still on its way. People do not know if buying an EV is the correct thing or not, if the future Electric Vehicles are satisfied by the public, then more people will buy it.

For the overall awareness of Electric Vehicle, 93% of people know about the Electric Vehicle, only 7% of people do not know about Electric Vehicle, whether charging stations or EV brands, they have seen at
least one of them. They might notice a Tesla driving on a road or they might notice a EV charging station when they were looking for a parking space in the parking lot.

For the relationship between people’s gender and their interest and willingness to purchase an EV, the researcher did a Chi-Square test, and the result showed that there has no relationship between people’s gender and their interest and willingness to purchase an EV.

For the relationship between the gender and the perceptions of the convenience of using an Electric Vehicle, the researcher did a Chi-Square test, and the result showed that there has no relationship between the gender and the perceptions of the convenience of using an Electric Vehicle.

Discussion

The findings of this research study were valuable to the purpose and the objectives of this study. The results were expected, and the analysis was done based on the feedback from the questionnaires. The value of this research study is, it can let people know how is the current development trend of Electric Vehicles, and the public awareness, perceptions and opinions to the Electric Vehicle. It can also help the government and the automobile manufacturers move to do their next step, give them a basic direction or some suggestions.

For the future study, the researcher will consider more on the purpose and the objectives of the study, and the questionnaire questions will be more specific, so that more useful feedbacks will be collected.

References:


Hiring and Training the Right People

Youth participants complete job readiness training prior to 15 to 18 who are returning to school. Includes a summer job opportunity component for students aged 15 to 29.

Employment Services

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Training grants of up to $10,000 per employee. Help a youth gain valuable work experience. Can cover up to 5/6 of the cost of eligible training. Canada-Ontario Job Grant. Resume screening, matching, and placement of workers to meet employers' needs. Job vacancies posted on our website and job board. Financial assistance to offset hiring and training costs.
Social Media Importance and Performance – Quantitative
By Margarita Gamalii and Payal Ramnani

Research Aims

The study is aiming to address importance of social media as a marketing tool for higher education institutions in regard to attraction and involvement of potential students online. The goal is to identify how important social media platforms are to modern students, their opinion on colleges/universities’ appearance online and the rate of involvement that social media marketing creates for the students and institutions. The focus is on students involved in BBAH (Honours Bachelor of Business Administration in Hospitality) program in Niagara College.

Background Literature

The previous research underlines the importance of social media as a marketing tool and identifies need for a better developed marketing tool for educational institutions. It also notes that various educational institution have started using social media for further promotion (Zinck Stagno, 2012). It also presents social platforms as a widely used tool for research purposes in younger generations. A great example of that is a past research proving Facebook to be one of major tools used for research purpose (Nyangau, 2012) (Rekhter, 2017). However, the past literature lacks research on student opinions on the matter as well as analysis of actual utilization of the social media platforms for educational institution research purposes by students.

Research Design

The conducted research was presented by a questionnaire distributed amongst current BBAH students in Niagara College Canada that was focusing on identification of the most actively utilized platform as well as students’ opinions of social media platforms as a marketing tool for universities/colleges. The research also identified if students made use of any social media platforms in their research related to BBAH program and provided information on which sources were the most popular ones to be used. The data collected was analysed with SPSS software and presented in the form of graphs and tables that are easy to understand for the reader.

Findings

Results of research provided that majority of students see online research on educational institution as “very important” (39.3%) while 23% found it to be “extremely important” which identifies the need for social media platform utilization as students see value in online research for their future program of choice. Importance of social platforms to students has been proven and underlined by the research. Moreover, students presented strong feeling of agreement with the statement “BBAH should increase its use of social media in order to attract students”. A high number (58%) of the students indicate an perceived importance of the utilization of the social media platforms by Niagara College for the program’s promotion. Finally, the students presented information on media platforms they used in their research and Facebook has proven to be the leader at a high of 43.7% making use of it for the research purposes.
The second part of analysis, however, proved no direct correlation between students’ options on social media importance and use of platforms as marketing tool for BBAH program’s promotion. Therefore, students do not find media important for BBAH program specifically.

Discussion

The results provided by the study are hoped to help Niagara College Canada to shape their strategy in social media advertising as a better insight into students’ opinion is provided, presenting the importance of overall social media platforms utilization. However, it also has shown the lack of need in social media promotion for specific programs of study.

The results differed from expected by the authors as the authors saw social media platforms as a vital source for specific program promotion as a tool helping to communicate to students’ pool with specific interests in the educational topic. The authors suggested further research related to students in various stages of their higher education application process as the research has only been conducted on the students currently enrolled in the program. Further research needs to identify the decision making process and factors that turned students away from the program suggested.

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Research Aims

The 21st century is characterized by rapid evolution in technology especially in the communication where social media is the leading tool. The importance and usability of social media differ depending on the area of interest. For instance, the application of social media in business differs significantly with its usability in the security sector. Some social networking tools developed to enhance business transactions has boosted productivity by creating a connection between the enterprise. Some of the applications include Facebook and Linkedin which has improved the efficiency and cost of marketing and sale of goods and services. Different researchers have been engaged in an in-depth survey of the social networking sites and established the importance and the impact in business. Niagara College wanted to improve the effectiveness of the tools they used in the promotion of the BBHA (Honors Bachelor of Business Administration and Hospitality) program so that they could make the information accessible to all (Nataran& Herington, 2018).

Research Design

The college researched by engaging the continuing students so that they could rate the response regarding the effectiveness of the social media tools they used and obtained students’ views on what could be done to improve the efficiency of the tool. The purpose of this report is to explore the importance and form of expression of social media. It makes reasonable guesses about the results before investigating. Assuming that social media plays a vital role in the process of information acquisition by target groups and plays a crucial role in their final decision-making, the report conducts in-depth research on the importance of social media by interviewing ten representative interviewers with specific questions and makes constructive suggestions for its future development.

Ten interviewees were collected from different countries including China, Russia, Saudi Arabia, Canada and Ukraine. Two of the samples come from China, which can be regarded as representative. All interviewees have now participated in the BBAH Program, so their ideas and suggestions on BBAH are valid. The interview involves specific issues of promoting interaction and media (Appendix 1).

Results

In the interview process, the author summarizes the views and suggestions of the school social media from three aspects, aiming at the primary channels of obtaining information, the reasons for participating in the BBAH Program.

Access to information

There are two main channels for the ten samples to obtain information initially, including individual and public activities. Six of them came from public activities to learn about the BBAH Program, especially two
students from China, are through this way. They gave lectures from study agency, Open House and school respectively. In addition, two students know the information through personal channels. One is his uncle who participated in the BBAH Program; the other is through their collection of information. These are their first-hand information, and the results show that social media has nothing to do with their initial understanding. Public activities and school websites are the main ways to access resources. Public activities are face-to-face exchanges, so they are the most efficient information resources. At the same time, students can get information feedback as quickly as possible. As a professional advisory, the study agency has a particular person responsible for collecting information, which can save time cost and make the past information more comprehensive. It has an in-depth and detailed conversation with students and their parents by understanding what the primary students are interested in and providing targeted counselling services according to students' personalities and preferences. Also, as the best way to supplement information, the school website is convenient, fast and intuitive. The official website is the first thing that every student thinks about when they understand a program because it is the most authoritative and instant source of information. On the University website, they can read the syllabus, timetable and university-related information.

Students can automatically select topics of interest and focus on all the information, which is an important reason to persuade them to participate in the BBAH Program. It can be seen that there is a specific relationship between the degree of information interviewed and the results of their participation in the program.

Reasons for Participation in BBAH Program

As can be seen from the interview results, most of the students are concerned about the school curriculum and degree, geographical location and future employment situation. The curriculum design of the Program itself is the main reason, which is also the core competitiveness of the Program. Niagara College is Canada's best hospitality program. The courses and activities offered in the Program and the degree obtained can improve students' skills and competitiveness in employment. But students need to get specific information about the Program through different information channels. Otherwise, even if they have excellent characteristics and advantages, they will not be able to receive information from potential target groups. After the interviewees had a specific understanding of the Program, they began to focus on the secondary focus of the Program: tuition fees and geographical location. Not all students need to consider this, but it is enough to be a plus for the choice of plans. One of the students said that the tuition fee was affordable, which was one of the reasons why he considered the Program. Besides, two interviewees said that geographical location was essential to their decision, although their needs for the geographic area were different. One interviewee said there were many hotels and restaurants near the college, which meant it was relatively easy for him to find a job. Another interviewee stated that his reason for joining BBAH was that he had to sign up for a Program before his visa expired. Niagara is very close to where he used to live.

Interviewees' Views on School Social Media

All the interviewees knew about the existence of social media, but none of them followed them. First of all, two Chinese students are unable to access social media for objective reasons, because social media such as Facebook, Instagram and YouTube are banned in China. So the official website of the school has become the only channel for them to get information. After overcoming access restrictions, they have
browsed social media content. However, the survey found that the main reasons why students generally ignore social media are that the content is dull and incomplete, and the release time is uncertain. One student even said that he doubted the accuracy of the information. For example, a classmate said that because BBAH’s propaganda information is only several ongoing events, from time to time release. He knows about Niagara College's Facebook and Instagram social media accounts but usually does not check university social media because he thinks there is nothing to review. On social media accounts, he hardly sees any ongoing activities. But nothing is exciting. All the content is formal and heavy. These factors make the audience not interested in the Program, which leads to social media being ignored and unable to play its role.

**Interviewees’ suggestions on social media**

After expressing their perception and attitude towards social media, the interviewees put forward their views on the improvement of social media. Although they do not pay attention to social media, everyone knows the existence of social media, and they also acknowledge that social media is an important source of information for students. The value and quality of published content are key issues. Because the student union is the first to judge whether the content is what they need to publish, which determines whether they will continue to focus on it for a long time. Social media should provide more information about the Program and the results of future employment surveys by investigating the concerns of interviewees. The College publishes more information about social participation, such as on-the-spot visits, guest speakers, job fairs, etc. They are more attractive to students because they want to see more informative content on social media rather than formative course descriptions. The College promotes the BBAH Program by posting pictures of our field trips, cooking classes, guest speakers and job fairs on Instagram. Students will be more interested in information about career opportunities, so colleges can publish graduate stories and their true evaluation of BBAH programs to help new students build professional relationships and show them career blueprints. Also, three interviewees suggest that the pictures and colors could be more intuitive to attract the attention of students and interest, but also more convenient for students to read. For example, the BBAH program provides some interesting things and courses, including cooking and wine classes. So these pictures want students to drink champagne, and cooking lessons will be beautiful and delicious world dishes or things, and the images themselves can attract them. Finally, two interviewees suggested inserting a link to the BBAH Program on the university official website. Colleges can provide BBAH course links on Instagram, which can point to university websites so that students can read the relevant information in detail because there is no need to republish course information that students can learn from University websites.

**Conclusion**

**The Reaction of Students towards the BBAH Program and Social Media**

According to Oh and Park, the response of students depended on the level of knowledge regarding a particular social media tool. A good number of participants especially the continuing students in Niagara College gathered information appearing on the school’s official website (2018). The student provided a positive response by giving the idea that could be implemented to reach out to new participants. They recommended that there was a need to take responsibility at a personal level and inform other people about the presence of this program at Niagara College. Also, the students responded by recommending for frequent update and review of the information posted on the social networking sites to avoid cases of
misleading information. The college was advised to promote their website and other social media accounts so that the information could reach international students (Kwahj & Park, 2018). The positive reaction demonstrated by the participants in the study was motivating portrayed some positive performance of the tools used to advertise the program. The recommended improvements should be considered by the management to ensure that in future surveys they will collect more concrete data and the interested individuals will have a variety of social media tools to gather information.

Promotional Resources Helpful when Deciding to Attend College

The students remembered different sites where they obtained information about the program before deciding to enroll in the institution. One of them admitted to having received the information from friends and later resolved to seek the information about the program on the online platforms. Another group claimed to have sourced the information from the college website that provided an in-depth description of the program and provided convincing reasons for pursuing the program. Furthermore, the other helpful resource for promoting BBHA program promotion was other social media sites including Facebook.

Changes Required to Improve the BBHA Promotion

The college should ensure that different social media tools are used to ensure that interested parties can access the program anytime. The response of the affected population depends on the effectiveness of the tool in communicating the objective of BBAH program. Measuring the success of social media is vital as it will deliver the required message to the targeted population (Burton & Nocentini, 2019). In addition, the social media tool should be able to communicate both the negative and positive side of the program. For instance, the students should be aware of the advantages and disadvantage of the program as well as the long-term, and short-term risks involved in pursuing a BBAH program.

To influence the response, the tool used should be accessible to all students. For instance, a large population can get the information posted on Facebook and Twitter as compared to that written in the magazines and newspaper (Garsia-Morales et al., 2018). Therefore, students will have a positive response if the tool will convincingly provide information about the Program and quoting the entry behavior of the program. For example, the tool should be designed in a way that the new students can give feedback and the responses displayed. The college should keep updating the information posted on the various social media tools to protect the integrity of the information to avoid misleading the student (Anderson et al., 2019). The continuing students in this program should keep inviting people at a personal level. The college management should advertise the course on the school website so individuals may know about its existence and perhaps access information from that online platform. Another change that should be implemented is ensuring that the information posted on the social media tool is captivating and detailed. For example, the history of the program, why it was developed, the scope and the number of students who have succeeded through the program (Van Nickerk, 2018). The procedure for the program registration and if necessary, the location and direction of the school should also be provided. Also, detailed contacts information including the email address is recommended as well. Selection of a particular social media tool for advertisement is sensitive, and care should be taken when making a choice. The device should be able to meet the requirements of the user in terms of making the intended information to reach the targeted population. The information posted in the tool should be clear and convincing to achieve the desired response.
The results of the study still have limitations, because the sample selection is the students who have participated in the BBAH Program, so the potential target group (those that did not come to the College) is not included. In addition, the number of samples is too small, and there may be a contingency. In future studies, accuracy can be improved by expanding the number and diversity of samples. At the same time, if the research can select more programs to verify each other, it will show the universality of the results.

Social media can play a vital role in the process of communication. Although it can't replace most face-to-face contact, the value of social media is more critical when the geographic location of network communication is different for all target groups, especially for all people. Most of the students targeted by BBAH promotions do not have direct contact with the Program. Social media is an essential way for them to understand specific information. Unfortunately, the survey shows that social media has not played its due role in the BBAH advertising program, so the social media content of the BBAH Program needs to be optimized and improved. The interview content can provide sufficient information to content publishers. For all project information publishers, they need to think about the needs of target groups and ways to attract them. Only in this way, it can create the value that social media should have, and the target group can also get satisfactory answers in social media.

References


