

Chapter 2 Literature Review 1 Algae

Abstract (Summary) Frequent occurrence of software project failures has created two general streams of research. One theme analyzed the common causes of cost overruns, late schedules, and unmet scope. With the belief that project failures are avoidable through proactive means, another group of researchers investigated software project risks. With such intent, comparative studies were conducted in Finland, Hong Kong, and the United States. Subsequent research in Nigeria determined the impact of the socioeconomic context. To further extend the coverage of prior studies, the research in the current study focused specifically on the Canadian financial services sector. Project managers were solicited for input to discover, determine, and rank risk factors in software projects using the same research design that was used in previous comparative research studies--a three-phase Delphi survey that uses nonparametric statistical techniques. In sharp contrast to prior studies, however, this research aimed not for general applications of the results at the country level but for specific collective relevance to software projects in banks, trust companies, insurance companies, mutual fund companies, and similar organizations. The composite rankings of the studies in Hong Kong, Finland, and the United States listed

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lack of management commitment, inability to get user commitment, and misunderstanding of the requirements as the top three risk items in software projects. Given that only the misunderstanding of requirements made it into the top three risk items in Nigeria, it would be of value to scholars and practitioners to determine how the results would differ if the study was conducted in a specific sector in the industry. Except for one risk factor (lack of dedicated, full-time project resources), this study confirmed that the previous list of risk factors captured the top risk factors in the Canadian financial services sector.

Effective leadership is required in the twenty first century churches, as these churches are facing numerous issues due to ineffective leadership. In order to lead churches, wounds of leaders must be healed up in the Christian ministry. Today, the churches of America are facing leadership issues because their leaders' wounds are not treated and healed up. This results in critical, crippling and catastrophic effect on the Christian Ministry. Those life-threatening wounds must be identified. The healing of the wounded leader is essential to the Spirit well being of the people. The purpose of the study is to investigate the wounds face by church leaders. The study also investigates that how these wounds affect church leadership. This study also identifies methods of healing of wounded leader and

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interventions used from transforming wounded leaders into an active and effective leader. Many churches are facing numerous leadership issues due to leaders' wounds. Identification of this issue is important for the development and implementation of churches in America. This study helps in investigating the wounds among leaders and their relationship with leadership ineffectiveness. The study helps in identifying the meaning of wounds. This study helps in studying impact of wounds on church leaders in detail. This study classifies wounds as divorces, childhood traumatic experiences such as rape, molestation and physical abuse through domestic violence, emotional abuse through verbal altercations and mental abuse from a sibling, parent, spouse, authority figure or partner in a relationship. For this study mixed method was done. Survey interview questions and observational research were done. According to the participants, many of the transformational leadership concepts are transferrable into the church context, however, including idealized influence, which espouses the leader as a role model with high moral standards and ethical conduct, and as one who considers the needs of others before his or her own. According to the participants, Old Testament suggested, there are numerous examples of leadership development in the Old Testament, the short space available in this review will dictate a focus on one of the most

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obvious and well-known leadership examples. According to the respondents, personality is becoming more and more associated with leadership style and ability. This is particularly true when one is discussing the concept of transformational leadership. Due to leadership issues in American churches, Christian community is reluctant to visit their nearby churches regularly. The results depicted that due to past wounds or inner wounds the church leaders are not able to have Holy spirits. The wounds must be healed up for attaining pure Holy spirits. If their wounds are properly healed up then they can more firmly believe as the apostle on the super natural healings signs and miracles. The unhealed wounds of the church leaders hinders in the way of the leaders for praying for the humanity or for those who are suffering from hardships regularly. The lack of pastoral visitations of the members is due to the wounded souls of the leaders. For increasing the pastoral visitations of the members, the church leaders' wounds must be healed up by using various methods. Ineffective leadership is practicing in the churches; these leaders are not conducting the different counseling sessions for the Christian communities. The Christian communities are not interested in visiting churches because of the ineffective leadership. The ineffective leadership does not encourage Christian communities towards practicing God preaching at church. The church

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leadership is not effective to spiritually inspire Christian communities. the church leadership is not effective to initiate programs which are helpful for attracting and retaining Christian communities. missionary programs are not being implemented by many American churches because of lack of effective chur

If you're a first-time researcher, this book covers everything you need to successfully complete your business research project, increase your employability and develop transferable skills. Scalar diffraction from a circular aperture is a ubiquitous problem that arises in a variety of disciplines, such as optics (lenses), acoustics (speakers), electromagnetics (dish antennas), and ultrasonics (piston transducers). The problem endures despite centuries of research because each new generation of researchers rediscovers it and adds some novel insight or new result to the existing literature. Scalar Diffraction from a Circular Aperture promises a few new results and several novel insights, particularly with regard to spatial averaging. Although the text emphasizes ultrasonic diffraction, the results and insights developed are general and may be applied to the many practical problems involving scalar diffraction from a circular aperture. Included are novel insights on mirror-image diffraction, autoconvolution diffraction, and coherent and incoherent averaging. Examples from ultrasonic

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volunteers. Based on my professional experience in the exchanges between Japanese in the local government, and taking public authorities in Tainan, private sectors, the public, Japanese educators and learners, Japanese visiting Tainan as objects of study, I will discuss the importance and prospect of the cultivation of Japanese-speaking volunteers through this research. The contents will be divided into 6 chapters: Chapter 1: Preface, specifying the motivation, the purpose, the scope and the methodology of research. Chapter 2: Literature Review, discussion on the definition of Japanese-speaking volunteers, the ones born in Japan and the ones born in Taiwan. Chapter 3: Introduction of the exchange situations between Japanese in Tainan, the cultivation of volunteers, the courses of volunteer training programs, and the problems of cultivating Japanese-speaking volunteers. Chapter 4: Survey, a look into the opinions of people of all circles about Japanese-speaking volunteers. Chapter 5: Analysis, based on the survey of Chapter 4, of the qualifications of Japanese-speaking volunteers, the assistances governmental authorities should supply, the prospect of cultivating Japanese-speaking volunteers. Chapter 6: Conclusion, including the summary and the issues we may face in the future. With this research, I hope to provide reference materials to the related policies and practical works in the cultivation of Japanese-speaking volunteers

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when government authorities or private sectors are promoting the exchanges between Japan.

Dissertations aren't walls to scale or battles to fight; they are destinations along the path to a professional career. This friendly guide helps doctoral students develop and write their dissertations, using travel as a metaphor. This time-tested method comes from the authors' successful work at the Denver-based Scholars' Retreat. Following concrete and efficient steps for completing each part of the dissertation, it includes a wealth of examples from throughout the dissertation process, such as creating the dissertation proposal and coding data. Essential for all PhD candidates!

Understanding Research MethodsAn Overview of the EssentialsTaylor & Francis

This study evaluated the impacts of construction on the air content and air-void system structure of Portland cement concrete pavements. The primary intent was to quantify the air content of fresh concrete before and after it has gone through the slipform paver. The air-void system parameters of hardened concrete were then assessed using cast and extracted core specimens. The results of the air content testing on fresh concrete and the concrete cylinder specimens cast in the field suggested that there is some loss of air as the concrete passes through the paver. Laboratory testing performed on cores extracted from the pavement did not provide any conclusive evidence that entrained air is lost during the slipform paving process. In fact, many of the extracted cores had measured air content values that were much higher than the specification requirement. If excessive,

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this could result in increased permeability and low-strength related issues. Although a rigorous statistical analysis was not performed, the results suggest that the air content testing on fresh concrete is not capturing the true air content of the concrete placed with a slipform paver. The fresh concrete air content is generally lower than the air content measured in the cores.

This book was written by authors with a passion for research development with the purpose of giving novice researchers a holistic view of what they will encounter when doing research. The interplay between scientific theory, academic research and professional practice has been highlighted as these are considered the cornerstones to be mastered as early as possible in a young researcher's career.

Resource-intensive Mobile Application (RMA) execution is inhibited by mobile device constrained resources, particularly CPU, RAM, storage, and battery. However, Mobile Cloud Computing (MCC) as the state-of-the-art mobile computing paradigm is aiming to augment computing capabilities of mobile devices, mitigate their resource-deficiency, and realize efficient execution of RMA. MCC solutions dominantly perform remote execution of resource-intensive RMAs' components using resources-rich Distant Immobile Cloud (DIC), particularly public cloud. Although DICs feature high availability and elastic scalability, they are characterized by high communication latency and lack of mobility. Therefore, performance gains of mobile augmentation using DIC are mitigated and RMA execution efficiency is remarkably degraded. In this study, we aim to achieve efficient execution of RMAs by proposing a lightweight MCC framework. We verify the problem significance by analyzing time and energy overheads of exploiting DICs for augmenting resource-constraint mobile devices.

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This book seeks to answer “why, when and how are real options used in strategic technology venturing?” This work tests for the role of real options in decision making involving three types of firms in decreasing order of technology-dependence – technology-driven (TD) (where the profit is fully dependent on new technology creation and leveraging), technology-based (TB) (where the profit is enabled and supported by technology) and technology-neutral (TN) (where the profit is almost independent of technology). It also deals with strategic and non-strategic types of decisions driven by real options. This analysis shows that an environment presenting co-opetitive (simultaneous competition and collaboration) conditions triggers the use of real options (why), that serve to transform the position, posture and propensity of businesses to innovate and thus they co-evolve (when) into more effective and efficient forms of businesses (co-specialization) (how). The authors demonstrate that embracing risk and uncertainty can increase levels and probability of new venture formation. However, their simulation also shows that it should be adapted to the risk profile of the firm and that timing is also a factor to be considered. Although engaging the concepts of real options, this analysis does not focus on a specific investment valuation methodology, but highlights the relationship between knowledge and risk and rather addresses the management of mindsets, as moving towards a systematic conceptualization of real options represents a different paradigm in decision making.

Master the fundamentals of planning, preparing, conducting, and presenting engineering research with this one-stop resource *Engineering Research: Design, Methods, and Publication* delivers a concise but comprehensive guide on how to properly conceive and execute research projects within an engineering field. Accomplished professional and

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author Herman Tang covers the foundational and advanced topics necessary to understand engineering research, from conceiving an idea to disseminating the results of the project. Organized in the same order as the most common sequence of activities for an engineering research project, the book is split into three parts and nine chapters. The book begins with a section focused on proposal development and literature review, followed by a description of data and methods that explores quantitative and qualitative experiments and analysis, and ends with a section on project presentation and preparation of scholarly publication. Engineering Research offers readers the opportunity to understand the methodology of the entire process of engineering research in the real world. The author focuses on executable process and principle-guided exercise as opposed to abstract theory. Readers will learn about: An overview of scientific research in engineering, including foundational and fundamental concepts like types of research and considerations of research validity How to develop research proposals and how to search and review the scientific literature How to collect data and select a research method for their quantitative or qualitative experiment and analysis How to prepare, present, and submit their research to audiences and scholarly papers and publications Perfect for advanced undergraduate and engineering students taking research methods courses, Engineering Research also belongs on the bookshelves of engineering and technical professionals who wish to brush up on their knowledge about planning, preparing, conducting, and presenting their own scientific research.

A perennial bestseller since 1997, this updated tenth edition of Understanding Research Methods provides a detailed overview of all the important concepts traditionally covered in a research methods class. It covers the principles of both qualitative and quantitative research, and how to interpret

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statistics without computations, so is suitable for all students regardless of their math background. The book is organized so that each concept is treated independently and can be used in any order without resulting in gaps in knowledge—allowing it to be easily and precisely adapted to any course. It uses lively examples on contemporary topics to stimulate students' interest, and engages them by showing the relevance of research methods to their everyday lives. Numerous case studies and end-of-section exercises help students master the material and encourage classroom discussion. The text is divided into short, independent topic sections, making it easy for you to adapt the material to your own teaching needs and customize assignments to the aspect of qualitative or quantitative methods under study—helping to improve students' comprehension and retention of difficult concepts. Additional online PowerPoint slides and test bank questions make this a complete resource for introducing students to research methods. New to this edition: New topic section on design decisions in research Additional material on production of knowledge and research methods Significant development of material on ethical considerations in research Fresh and contemporary examples from a wide variety of real, published research Topic-specific exercises at the end of each section now include suggestions for further steps researchers can take as they build their research project.

Inhaltsangabe: Introduction: Over the last two decades, real options analysis (ROA) has become a fundamental part of project evaluation. Its increasing use in academia and corporations as well as its application to a wide range of industries make it a valuable tool in finance and accounting departments around the world. Classical capital budgeting approaches like net present value (NPV) techniques do not account for additional flexibility and are therefore a very static

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measurement. In addition to this, a further core factor is the strategic aspect of the investment decision. Companies often make decisions according to strategic reasons. This raises the question of how the bargaining power is divided between a seller and a buyer. Furthermore, the influence of the hold-up problem on the two involved players is analyzed. Finally, the trade surplus of the investment is divided between the seller on the one hand and the buyer on the other hand using a game theoretic approach to model this relationship. The airline industry is examined in this paper as it offers many possibilities to apply and explain the concepts of real options and bargaining in bilateral negotiations. This paper sets out to analyze the value of flexibility of an investment decision and discusses, in a second step, how the strategic power between the two parties involved is allocated. In academic literature, limited research has been done to find out about the combination of a real options analysis and the distribution of the trade surplus between the different players involved. This presents the following questions: Does an option in terms of the purchase of an aircraft have additional value in comparison to a classical and inflexible buy now decision for an airline? If this is the case, how much is this value worth and how is the trade surplus distributed between the two parties involved? Are there any hold-up problems? The following chapters will examine and answer these issues. Chapter two deals with a literature review on standard real options analysis in general and the airline sector in particular. In chapter three, background information about the airline industry is given and it is stressed why this sector is used for the capital budgeting approach. Chapter four covers the methodology that is used in chapter five. In this chapter, a case study involving the purchase decision of an aircraft is discussed using different methods to analyze the commit-now and purchase [...]

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'I highly recommend Diana Ridley's book. One of its great strengths is its relevance to all students in Higher Education required to undertake a literature review. A sense of security prevailed in the presence of the author's uncomplicated writing style and pages rightly divided into manageable chunks...[This book] lives up to its claim to contain extensive practical tips on how to prepare, organise and write a successful literature review' - ESCalate Review The Literature Review is a concise step-by-step guide to conducting a literature search and writing up the literature review chapter in Masters dissertations and in Ph.D. and professional doctorate theses. Diana Ridley describes how to carry out a literature review in a systematic, methodical way, providing useful strategies for efficient reading, conducting searches, organising information and writing the review itself. Examples of best and worst practice drawn from real literature reviews are included throughout to demonstrate how the guidance can be put into practice. This is an accessible, pragmatic and highly practical resource that will be welcomed by postgraduate students of any discipline.

Vibrant and insightful, this book introduces students and researchers to the basics of case study research. Adopting jargon-free language, it grounds its advice in concrete experience and real-world cases. Using examples from across the social sciences, Gary Thomas provides practical guidance on how best to read, design and carry out case study research with a focus on how to manage and analyze data. The new edition of this bestselling book addresses crucial issues around ethics and has improved coverage of key themes such as rigor, validity, generalization and the analysis of case studies. It demystifies case study research and answers important questions such as: What is a case study? When and why should case study methods be used? How are case studies designed? What methods can be

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used? How do we analyze and make sense of our data? How do we write up and write about our case? Bursting with real-world examples and multidisciplinary cases, and supported by a dynamic new website, this book is essential reading for any student or researcher in the social sciences and humanities. This research monograph is an empirical examination of cultural influences on judgments of professional accountants from Australia, India and Malaysia in relation to a number of ethical issues in accounting including auditor-client conflict resolution, whistle blowing as an internal control mechanism and social desirability response bias. The study informs and guides both the theoretical specification and treatment of culture and its operationalization and methodology. It is shown that enhancement in the quality of cross-cultural research in accounting can be accomplished by providing greater insight into the depth, richness and complexity of cultural similarities and differences between and across nations by complementing the quantified dimensional based cultural measures with relevant historical, sociological and psychological literature. The findings of the study have implications for the management of multinational enterprises, the international convergence and harmonisation of accounting and auditing standards, and for cross-cultural accounting research. This research monograph would be particularly useful for researchers and research students interested in international dimensions of accounting and in ethical issues in international business.

Ben shu tong guo jiang shu pin ku nong min qiao de yi jia
cong feng sha mi man de e ke la he ma zhou ping yuan liu
luo dao fu shu de jia li fu ni ya zhou gu di de guo cheng
zhong mian dui wu chu bu zai de sheng cun wei ji, Li jin jian
xin reng tao bu guo jia ting po sui de bei can ming yun de gu
shi, Tou che di zhan xian le mei guo li shi shang nei yi duan
ling ren wu fa wang huai de te shu shi qi.

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Academic and Research Literacy Practices of Final Year Teacher Trainees in Luanda, Angola presents a detailed study of students and lecturers at higher teacher training institutions where English is taught as a medium of instruction and specialisation. As such, the book will help raise the awareness of educators, teachers and supervisors of the need to be more supportive to students, and will highlight the importance of increased responsibility on the part of the students regarding their studies, especially during the process of writing their research reports. Practical experience has shown that, in most classrooms, students are typically asked to produce texts for one single audience, namely the teacher or the lecturer, who already knows what constitutes an acceptable response. However, in many classrooms, teachers and lecturers tend to believe that literacy can be defined as the ability to encode and decode texts, the ability to decipher the 'main idea' of a reading passage or to write a text that obeys the general conventions of language usage such as syntax, organisation, and idea development. The central argument of this book, however, is that, at higher levels of the educational system in Angola, academic and research literacy practices are, at best, questionable and, at worst, harmful. An extensive re-evaluation of assumptions regarding student capability and what it means to be a literate in the twenty-first-century 'information society' is of critical importance. Such a re-examination allows for extensive reflection on current practices and a powerful critique of 'traditional' academic and research literacy methods, and suggests ways in which practices of quality teaching and learning may be implemented.

' This book focuses on rural-urban migrants in China. They are one of the most vulnerable and disadvantaged groups in the country but are essential to the country's industrialization and urbanization. Integration of these migrants into urban

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societies is an urgent issue facing Chinese policy makers. The book provides an updated, systematic, empirically rich, and multifaceted analysis of migrant integration, its determinants and consequences in China. It integrates insights from the perspective of sociology, population studies, social psychology, and public health to help us understand how and why migrants integrate, the role of migrant networks in social integration, and the relationship between integration of migrants and their mental health and settlement intentions. Contents: Introduction Literature Review Concept Construction, Operationalization, and Current Status of Social Integration of Rural–Urban Migrants Migrant Network and Social Integration: A Migrant–Resident Tie Perspective Social Integration and Mental Health Social Integration and Intentions of Rural–Urban Migrants Conclusions and Perspectives Readership: Academics, undergraduate and graduate students, professionals and policy makers interested in social integration of rural-urban migrant workers in China, and China's modernization. Key Features: Provides a grassroots perspective for researchers and the general public to understand China's development Conducts a new, comprehensive multidimensional analysis of social integration of rural-urban migrant workers Offers predictions as to how millions of migrants will integrate socially and economically into the urban setting Keywords: Social Integration; Rural-Urban Migrant Workers; Migrant Networks; Mental Health; Settlements Intentions; Sociology'

Mitigating climate change is one of the most profound challenges facing humankind. In industrialized countries, the residential housing sector produces roughly one-fourth of the greenhouse gas emissions. One solution to reduce these emissions is the availability of building codes that require high levels of energy efficiency. Given the current scientific knowledge, more research is needed to gain a proper

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systemic understanding of the underlying socio-economic and technical system. Such an understanding is crucial for developing high energy-efficiency standards because this system develops gradually over time and cannot be changed swiftly. This book creates a feedback-rich simulation model for analyzing the effects of different administrative policies on energy demand, the improvement of energy efficiency by means of building codes, and reductions in the greenhouse gas emissions. The dynamic model can contribute substantially to the discourse on energy policies and guide effective administrative interventions. The book will be a valuable resource for officials in the public energy administration, as well as researchers in the areas of innovation, diffusion processes, co-evolution, standardization, and simulation modelling.

Dr. Raghu Korrapati's newest book is a seminal work that is bound to be soon accepted as a significant and powerful contribution to the literature on higher education. This is his landmark effort to encapsulate in one place all that a research scholar might need during his/her research, be it on any subject or discipline. The result is a complex and nuanced picture of the nature, processes, and contexts of research scholarship in varied departmental, disciplinary and institutional cultures. Undoubtedly, this pivotal and pioneering book will prove to be valuable to both faculty and graduate students who study higher education. Further, institutional leaders, deans, and chairpersons of tenure, and promotion committees who seek to develop vaster comprehension of scholarship will also greatly benefit from this. The book is divided into 5 chapters – Introduction, Literature Review, Methodology, Results, and Summary, Conclusions, & Further Review – to provide insights and suggestions on every aspect of research based work and to assist you stay focused on doing the right things. I hope you will find your “new research

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guide” helpful in guiding you through this learning and exciting phase of your life. My expectation is that you will continue to learn and share the knowledge for the next generations of scholars and researchers.

The overarching aim of this study is to analyse what researchers in South African higher education institutes and science councils mean by the term 'utilisation' ? i.e. what do researchers mean when they indicate that their research findings are being utilised. The data used to conduct this analysis is taken from a national survey, conducted for the purpose of establishing the extent to which research finding in South Africa are utilised. The author played an active role in this survey component of the research conducted for the South African National Advisory Committee on Innovation (NACI). The study also covers the specific dynamics of the utilisation process: How does research utilisation occur and what are the key variables in this process? In answering this question, the author discusses five prominent models of knowledge utilisation that have been put forward over the past three decades: The Two-Communities theory of Norman Caplan (1979); The three models of policy research of Carol Weiss (1991); The Triple Helix model of Henry Etzkowitz and Loet Leydesdorff (1996); The three policy paradigms of Barry Bozeman (1994); and The Contingency Effectiveness model of Technology Transfer (CETT) of Barry Bozeman (2000).

The dissertation process is one of endurance, willpower, and patience. To simplify the journey for today's graduate students, The Dissertation Desk Reference harvests the components that consistently appear in dissertations, with a separate entry for each component. Each entry includes a comprehensive example taken directly from a high-quality dissertation accompanied by a note describing what the researcher did. This book is user-friendly for doctoral students and their faculty advisors.

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Why do you need to read this book? Because you are at university. Because you are a final year student. Because you have to write a dissertation. As simple as that. The final year is the hardest year of university - and your dissertation is the most important piece of academic writing in your entire degree course. Writing 10,000 words is no small task. First of all, you are supposed to come up with your own dissertation topic. How to make one that is easy to answer? Then you are assigned a supervisor to guide you, who tells you that you need to write a literature review and be more critical.

However, more often than not you are supposed to figure out what a literature review is and how to be critical all by yourself. In this book, Vlad Mackevic, a First Class graduate, shares his experience acquired whilst studying and working as an academic writing mentor. This book will help you find answers the following questions: How do you create a simple, manageable dissertation question and then answer it? How to write critically? And what does it even mean? What on Earth is a literature review? Why do you need to write your introduction at the end? How do you make the research process as efficient as possible? and finally... How to come out victorious out the battle for final year grades? Enjoy reading and writing! Table of Contents Preface Chapter 1.

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Formatting and Presentation Conclusion About the Author

This book is about how to implement creative competition

within an organization. It examines the conditions under

which internal competition can promote knowledge acquisition

and knowledge sharing. The book describes a number of

studies of sales departments in Japanese firms. Sales

departments in Japanese firms were studied because internal

competition is getting fiercer in these departments following

the recent introduction of performance-based compensation.

Exploratory case studies of ORIX Corporation and Japan

Computer were conducted in order to generate research

hypotheses. To gather quantitative data and test the

hypotheses drawn from the case studies, a questionnaire

survey of sales departments of Japanese firms listed on the

Tokyo Stock Exchange was carried out. The findings reported

in the book shed new light not only on internal competition

theory, but also provide new insights into the theories on

knowledge creation and intra-organizational conflict.

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The C1 Advanced Student's Book consolidates academic

study skills. Students' analytical skills are challenged with an

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increased range of authentic written and spoken academic texts. From essay organisation, taking notes, group discussion to writing references and paraphrasing texts, the students are presented with a wealth of practice opportunities to enhance all academic skills at this level. The course further develops independent learning skills and critical thinking through 'Study tips' sections and allows for personalisation of learning in the 'Focus on your subject' sections. Lecture and seminar skills units provide authentic practice in listening to lectures and participating in seminars.

TRB's Transit Cooperative Research Program (TCRP) Report 71, Volume 7: Guidelines for Guard/Restraining Rail Installation explores two guard rail installation philosophies and the effects of vehicle types, wheel flange angle, wheel/rail friction coefficient, curve radius, cant deficiency, and track perturbation on flange climb derailments.

"Providing a classification of smart materials based on sensing physical parameters (i.e. humidity, temperature, pH, gas, strain, light, etc.)"--

This book provides an overview of the basics of strategic foresight, the differences multinational enterprises (MNEs) have to deal with while working in an international context and an understanding of the interrelation of strategic foresight and environmental trends. The results of the study indicate that it is advantageous for MNEs to use their intrnal resources worldwide for strategic foresight during the first three phases of the strategic foresight process (SFP); but they have to be aware of possible barriers.

This study deals with the situation in India, in particular, with the situation of young Indian women. Ever since advertisers and multinational companies discovered

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India's remarkable aspiration for light complexions, more and more fairness products and most importantly, advertisements for fairness products, have been established on the Indian market. The desire for fair skin in India is a culturally embedded issue but advertising might have reinforced it.

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