Two Thumbs-Up for the Library Web!

The Library web pages continue to receive rave reviews from Internet users from all over the world. Words of praise and encouragement have helped to boost our efforts to keep the Library web site as current, relevant and comprehensive as possible. We are pleased to highlight some of these comments.

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"Statistical Data Locators
http://www.ntu.edu.sg/library/statdata.htm
is a service of Nanyang Technological University Library in Singapore. The page is broken into regions, with each region having numerous links for locating statistical data by country, such as economic indicators, population profiles, country risk reports, and banking. On my last visit to this site, it had been updated within the last 10 days."


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"First, I recommend the Nanyang Technological University Library as it has an excellent Statistical Data Locator. The Locator is well-organized and packed with useful links to a wide variety of economic data on countries around the globe. As is the case with a lot of university library sites, the focus here in not to be the prettiest (which this site isn’t) but to be comprehensive (which this site is). Whether you need to find stats and trends for the United States, Egypt, Turkey, Bolivia or beyond, this site is a terrific starting point..."


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"The Special Search Engines at http://www.ntu.edu.sg/library/specialframe.htm is described as a “well-annotated list of search engines and specialty databases. This page is housed in Singapore and has an especially strong collection of Singapore resources; the regionally-orientated databases are also very strong.”


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"News and Newspapers on the Internet: Singapore and Asia at http://www.ntu.edu.sg/library/asia-n.htm is a “homepage with extensive links maintained by Singapore’s Nanyang Technological University Library. Provides a link to Asia and Singapore news and newspapers on the Internet, by country.”


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"Academic libraries in Singapore have received strong support from the government. The Nanyang Technological University Library (http://www.ntu.edu.sg/Library) for instance, was built a few years ago in preparation for a future ‘virtual library’.

Some of you may be familiar with the Accounting & Tax Database - we have had the CDROM version for many years now. We have recently subscribed to the online version on ProQuest Direct.

Unlike the CDROM version, which is a pure abstracts and indexed service, the ProQuest Direct version covers 94 major accounting journals from 1987 in full text or page image formats, in addition to many other journals in abstracts. Comprehensive coverage on many aspects of accounting is included, providing information on professional matters, industry concerns and individual firm news.

Users who have been using ABI/Inform on ProQuest Direct will be glad to note that the user interface for Accounting & Tax Database on ProQuest Direct is identical since both are on the same ProQuest Direct platform.

Keyword searching may be used in conjunction with Boolean operators, and there is an advanced mode for the more experienced searchers. The options to download selected articles or email them are available.

To access this Accounting & Tax on ProQuest Direct, use the following url from within the NTU intranet:

http://www.umi.com/globalauto

Downtime: 3 pm to 4 pm daily (Nov - Mar)
2 pm to 3 pm daily (Apr - Oct)

To use the CD-ROM version, please go to the CD-ROM Room in Library 2. For further enquiries, please contact the following Resource Department staff:

Mr Akbar Hakim 790 5221
Mrs Leong-Lee Kim Lian 790 5998
Ms Chng Chor Noy 790 5215
Ms Kirsten Ng 790 5969
Ms Ng Lay Suan 790 4691
Estimates Direct provides global equity market information for the investment community. It contains company financial information for up to 14 years. Estimates Direct offers exclusive advanced functionality for screening of companies, data reporting (see Fig. 1), graphical representations and dynamic links to the user’s own spreadsheets (see Fig 2).

Contents of the database include forecasts, brokers’ recommendations, financial ratios, detailed estimates, related news from Dow Jones, Asian Industry comparisons, European Industry comparisons, market performances, beta values, capital issues, profit & loss statements, balance sheets, prices and price charts.

**Integrated Contents include:**

- Global Earnings Estimates
- Analysts’ Recommendations
- Fundamental Data
- Country & Sector Indices
- Pricing
- Corporate News
- Business Profiles
- Corporate Actions
- Currencies
- Market Aggregates
- Historical Estimates Trends

**Access:** Estimates Direct is available campus-wide. You need to do an initial installation first and thereafter access the database from the same PC for subsequent usage. Instructions are found in http://www.ntu.edu.sg/home/resource2/esti.html
Contact: If you need further assistance, please contact Resource 2 staff:

Mr Akbar Hakim 790 5221
Ms Chng Chor Noy 790 5215
Mrs Leong-Lee Kim Lian 790 5998
Ms Kirsten Ng 790 5969
Ms Ng Lay Suan 790 4691

Helpful Tips: Keep yourself updated with new data and function keys added into the database with “News of the week” and the help topics.

Learn the basics of how to use Dynawe from the tutorials provided in this page: http://www.ntu.edu.sg/home/resource2/EDD.html

Bankscope

This is a financial database covering 1290 banks in the Far East, with financial analysis software. It provides the following information:

- Up to 8 years of detailed financial information;
- Details on ownership (shareholders and banking subsidiaries);
- Bank ratings and ratings reports (bank ratings by Moody’s, Standard & Poors, Capital Intelligence Ltd., Thomson BankWatch, Inc.);
- EIU country risk reports on over 100 countries.

Page 1 of Bank report of DBS
Each bank report contains the detailed consolidated and/or unconsolidated balance sheet and income statement with up to 8 years of information. The data is compiled mostly from the balance sheet, income statement and applicable notes found in audited annual reports. Interim figures are also available for 1300 banks.

There are many points of access for searching banks or groups of banks: Bank name, SWIFT number, country or world regions, financial data, ratings, specialisation, financial affiliations, last updated financial statements and rating changes.

Bankscope provides flexibility in the formats for displaying and printing statements. It also allows peer group analysis and statistical analysis of banks and graphical display of data.

Bankscope is produced by Bureau van Dijk and is updated 18 times per year on CD-ROM.

Users who need information on banks will find Bankscope useful. Besides detailed financial information, it gives unique information such as ranking of banks within country and world (based on total assets), bank ratings and country ratings conveniently packaged for the users. Bankscope provides Bank Credit Report (BCR), a powerful presentation interface enabling the user to combine financial, graphical, textual information and his own comments on the same page.

This database is available in Resource Dept., Library 2 during office hours. Please contact any of the following Resource 2 staff if you have any enquiry on Bankscope:

- Mr Akbar Hakim 790 5221
- Ms Chng Chor Noy 790 5215
- Mrs Leong-Lee Kim Lian 790 5998
Doctor of Philosophy
Nanyang Business School

Ho Kim Wai
Private Placements of Seasoned Equity Issues: Shareholders’ Wealth, Firm Performance, and Stock Liquidity

Unlike the U.S. and Japan, private equity sales in Singapore are restricted in terms of issue size and the degree of price discount. New shares cannot be placed out to directors and substantial shareholders. Because of these restrictions, private placements of seasoned equity issues in Singapore are associated with important ownership structure changes. The central theme of the dissertation is to examine the impact of these ownership structure changes on the valuation, both short- and long-term, and financial consequences of this form of financial structure rearrangement.

The empirical results are divided into four parts: short-term wealth effects, long-run stock performance, firm performance (and earnings management), and stock liquidity changes. Short-term wealth effects shows that, in contrast to the findings in the U.S. and Japan, private placements in Singapore are, on average, associated with negative short-term wealth effects and a reduction in ownership concentration (defined as stock holdings of directors and 5% blockholders). Firms conducting private placements in Singapore exhibit long-run stock underperformance similar to that found in initial public offerings, seasoned public equity offerings and rights issues in the U.S. Consistent with management timing hypothesis, issuing firms are found to experience a post-placement decline in operating performance after a mild increase prior to the issue. This study finds no support for the earnings management hypothesis. On the average, liquidity in the stock increases following a private placement and that this increase is more pronounced at high ownership concentration. The negative relation between liquidity changes and changes in ownership concentration is stronger at high ownership concentration. These findings are consistent with the liquidity argument used to explain the significant negative relation between short-term abnormal returns and changes in ownership concentration at high ownership concentration.

Sia Siew Kien
The Impacts of Business Process Reengineering on Organizational Control

This thesis seeks to analyze how BPR has changed the controls within an organization and the findings aid managers to better appreciate the implications of BPR and prompt them to re-examine the effectiveness and efficiency of the traditional control approach.

The organizational control framework proposed by Kirsch (1996) is empirically tested using both qualitative and quantitative data from the reengineering efforts at the Inland Revenue Authority of Singapore. Three embedded units of analysis are selected, i.e., tax processing, taxpayer services (representing operational/administrative activities), and taxpayer audit (representing knowledge work). Qualitative data comes from 42 field interviews conducted and secondary data sources, e.g., speeches, in-house periodicals, archival records, and newspaper cuttings. A triangulation of the findings is also conducted through a survey of 179 IRAS employees. A paired t-test is performed to analyze the difference in perceived controls before and after reengineering.

The thesis dwells on the findings of three major research questions: How does organizational control evolve consequential to BPR? Why are changes in organizational control occurring? and How are these organizational control mechanisms implemented?
Chen Zhong
Stock Return Predictability and the Winner-loser Reversals: Analysis of the Arguments and the Singapore Evidence

This dissertation examines the winner-loser return reversals in the Stock Exchange of Singapore. Three major arguments that have been proposed to explain this phenomenon are analyzed. It’s shown that there are significant return reversals in SES after considering several possible methodological flaws and biases. The reversals then are not simply the outcome of an elaborate data snooping process. There is no evidence that loser portfolios are fundamentally riskier than winner portfolios either in terms of time-varying risks or performance in adverse economic states. Investors do no make systematic expectational errors for both winner and loser portfolios if E/P or C/P are used to proxy investor’s expectation about the stock’s future growth rates. Evidence is also provided to reject the size effect and the January effect as explanations for the reversals. The apparent anomaly of winner-loser reversals in SES therefore can not be explained by existing arguments such as methodological flaws and biases, time-varying risks and investors’ extrapolation. The results do not rule out the possibility of the existence of other expectational errors. A possibility consistent with the data is mispricing due to a variety of unidentified causes which is most likely to surface among stocks with extreme price changes.

Oon Tze Puan
Strategic Management of Human Resources in Singapore Companies

This study is conducted to take stock of human resource (HR) practices in Singapore from a strategic human resource management point of view. A quantitative survey is mailed to 900 companies in Singapore of which 183 responded. The questionnaire had two parts. Part 1 is to be completed by the CEO of the company and asked questions on organizational strategy and performance. Part 2 is to be completed by the HR Manager and includes questions on HR Practices.

The results reveal that HR practices vary according to organizational strategy. Specifically, Prospectors and Analyzers are significantly different from Defenders in the use of performance-based compensation and employee involvement and participation; and Reactors in the use of open/consultative performance appraisal practices.

Certain HR practices do contribute to organizational performance. These are employee involvement and participation, compensation and managerial selection. Surprisingly, the evidence gathered suggests that training and development activities appear to affect company performance negatively.

Those HR departments that spent more that 30% of their time on strategic activities tend to implement HR practices that are strategic in nature.

Findings also suggest that in Singapore, HR practices differ between managerial and non-managerial employees. Employee participation and involvement are less common for non-managerial employees than managerial employees. The emphasis of training and development efforts is more on non-managerial than managerial employees. Greater attention is paid to selecting and recruiting managers than non-managers. Similarly, performance appraisal for managerial employees is devoted more attention than non-managerial employees.

Zhang Wei
Residents’ Attitudes Towards Tourism Impacts in Singapore

This study seeks to explore Singaporeans’ attitudes towards the impact of tourism on their community and to identify factors which might influence these attitudes. Using different scales, two types of attitudes - cognitive and affective - are studied separately.

Results of the data analysis show that residents identify nine major types of tourism impact on the community. These are crowding, cultural impact, living environment, economic impact, social costs, personal gains, quality of life, competition for resources, and cost of living. Among these nine factors, cost of living, cultural impact, social costs, and quality of life are found to be more closely related to residents’ overall attitude towards tourism impact.

Two affective factors are found to be significant in influencing residents’ attitude. Results of statistical analysis show that the more people know about the community’s tourism development and the more contact people have with tourists, the more positive their attitudes towards tourism impacts will be.
We would like to highlight below some titles that were

### Publications by

**Accounting and disclosure practices of listed companies in Singapore**

*Ng Eng Juan, et al.*

*Prentice Hall, 1998*

*HF5616.S55A172a*

This book is a spin-off from an Applied Research Project done by Soo Kak Meng, Wong Chin Chin and Wong Wee Ling, accounting students from the Nanyang Business School. Results of an empirical research on the accounting and disclosure practices of listed companies in Singapore in relation to the Statements of Accounting Standards (SAS) are presented. A sample of 100 randomly selected 95/96 annual reports are taken. The SAS covered are those issued by the Institute of Certified Public Accountants of Singapore that were effective during the period 1 Jul 95 to 31 Jun 96. The book seeks to find out the frequency of adopting alternative accounting treatments provided by SAS in practice. Accountants, auditors and accounting teachers and students will find the book useful.

**Business Opportunities in the New South Africa**

*edited by Tan Teck Meng, Low Aik Meng, John J. Williams and Shi Yuwei*

*Prentice Hall, 1998*

*HG5851.B979*

The eleventh volume in the Nanyang Business Report Series contains business reports from the 1997 Business Study Mission to South Africa. It provides the background to South Africa’s economic, social, political and cultural environment and uncovers South Africa’s major industrial and service sectors. Investment opportunities are explored and regulatory and market reforms for investors are investigated. This title is useful for potential international investors and entrepreneurs of South Africa.

**Contract law**

*Lum Kit-Whye, Victor C. S. Yeo; edited by Low Kee Yang*

*Butterworths Asia, 1998*

*K840.L957*

This book aims to provide readers, who are handicapped by little or no knowledge on the study of law, with a basic understanding of the rudimentary principles of contract law and its function. It introduces issues concerning contracts and contract law such as the drawing up of contracts, invalidating factors, performance of the contracts, third party involvement and contract strategies with minimal legal terminology. Most importantly, it is written from a business perspective.
Essential communication strategies for engineers

*edited by Dorothy Cheung, Khong Chooi Peng; team of writers: Chan Soon Keng, et al.*
*Prentice Hall, 1998*

TA158.5.E78

A team of Communication Skills lecturers, comprising Dorothy Cheung, Khong Chooi Peng, Chan Soon Keng, Anil Pathak, Stephen McDonnell, Robyn Collin, Li Shuyun and Lakshmy Krishnan, organised their wealth of experience and professional expertise to produce this title. Topics covered are human communication, face-to-face communication, interpersonal communication, report writing, business correspondence, managing meetings, public speaking and professional presentation, job search skills and social skills. This book is useful to all students taking the Communication Skills course and can be used as a guide for effective interpersonal and professional communication.

Japan-ASEAN relations: implications for business

*edited by Tan Teck Meng, Choo Teck Min, John J. Williams and Chew Soon Beng*  
*Prentice Hall, 1998*  

HF3828.A785J35

Another addition to the Nanyang Business Report Series, this volume contains business reports from the 1997 Business Study Mission to Japan. It attempts to unveil the institutional patronage that has crippled Japan’s current financial sector, providing lessons on how ASEAN countries can manage deregulation reforms and restructure economies to meet the challenges of the 21st Century. This volume looks at the social, cultural, political and economic aspects of Japan and the interconnectivity between Japan and ASEAN.

Law, Social Sciences and Public Policy: Towards a Unified Framework

*edited by Anthony Chin and Alfred Choi*  
*Singapore University Press, 1998*  

KNC79.L415

This book consists of contributions from academics and professionals from the law and social sciences disciplines. Part I looks at the “Opportunities for Assimilation of Expertise” where the nature and extent of multidisciplinary work of law practitioners and social scientists are explored. Part II, “Accounting, Equity and Legal Remedies” examines the legal issues relating to commercial practices and private justice. Creative accounting and its dangers, proceeds of fraud and the accounting methods in the compensation of personal injuries loss are studied. Part III, “Criminal and Public Justice” discusses the issues relating to criminal law and enforcement; and the protection of the public from abuse. The remaining sections focus on the role of public policy in the process of economic development, environmental regulations, and the impact of law on society.

Tuan cting@ntu.edu.sg
Parallel architectures for artificial neural networks: paradigms and implementations.
N. Sundararajan and P. Saratchandran
IEEE Computer Society, 1998
QA76.87.S957

This book consists of three main sections: analysis of parallel implementations; implementations on a big general purpose parallel computer; and special parallel architectures and application case studies. Every chapter is written by working experts who have done their implementation research and analysis on various processor architectures built on different hardware platforms, ranging from large, general purpose parallel computers to custom built MIMD machines. This book serves as a good reference work for practitioners as well as graduate students and researchers in this field.

Lee Tat Man
2nd ed.
Prentice Hall, 1998
HF5635.L481 1998

This book covers three broad areas of accounting: financial accounting; cost accounting; and management accounting. It explains the essence of import/export finance and the different types of business organisation. The updated edition replaces the Statement of Sources and Application of Funds by the Statement of Cash Flows which is the adopted standard today. A new chapter on activity-based costing has been added and concepts of just-in-time production system and backflush costing are discussed. Targeted at professionals like engineers, lawyers and architects, Engineering students learning accounting will also find this book useful.

Chew Soon Beng and Rosalind Chew
Prentice Hall, 1998
HB171.5.C529

Written specially for students of AB106 Principles of Economics, this book follows closely to the course syllabus. It gives clear and concise guidance to the fundamental principles of economics. Microeconomic theory on demand and supply, consumer behaviour, theory of the firm, profit maximisation, market structure and factor markets are discussed. The macro aspects of economics such as National Income Accounting, demand and supply of money, fiscal and monetary policy, trade and Balance of Payment are also covered in detail.

Singapore GAAP: a practical guide to accounting standards.
Ng Eng Juan
CCH Asia, 1998
HF5616.S55N576

A guide to all aspects of the accounting regulatory framework in Singapore. This loose-leaf publication is updated at least twice a year to keep readers up-to-date with the latest changes as and when they occur and to provide practical information in an easily accessible format. The generally accepted accounting practice (GAAP) in Singapore is essential to all practising accountants.

Swifter, higher, stronger: 50 years of the Singapore National Olympic Council.
Chua Chong Jin
Times Editions, 1998
GV663.S55C559s

The Singapore National Olympic Council traces its triumphant moments during the last 50 years. Notable and outstanding sportsmen and sportswomen are highlighted throughout the book. Find out who is Singapore’s first Olympian and how close Singapore came to clinching an Olympic gold medal. This glossy, full-colour and well illustrated book is indeed a pleasure to read.

Values and lifestyles of young Singaporeans.
Chew Soon Beng, Mike Leu Gwo-Jiun and Tan Kim Heng
Prentice Hall, 1998
HQ799.S55C529

This book complement earlier studies done by the Ministry of Community Development in 1988 and Kan and Yang in 1991, allowing a study of changes in the values and lifestyles of the young over time. A total of 1,407 junior college, ITE and NTU students participated in surveys carried out from 1995 to 1996. Values of young Singaporeans including their attitude towards work and thrift, education, support of the aged, law and order and money are considered. Racial, religious, educational and income differences are examined when considering how satisfied the young are with life in Singapore in terms of emotional, physical, social and material aspects, and what exposure to media, such as newspapers and television, they received. Other issues include their aspiration towards car ownership, property ownership, marriage, children and tertiary education; and their lifestyles in terms of their leisure activities including entertainment, recreational, cultural, social, sports and self-improvement.
Back Runs Added to Selective Journals

Back issues of a few popular and well used journals have been added to our collection. These titles are very often referred and requested by many of our staff. Staff and students who have previously referred to these journals through Document Procurement Service can now access them in the Library. The back issues come in either microfiche or microfilm format. These are kept at the Circulation Dept. Readers can use the microfiche/microfilm readers provided at both Library 1 and Library 2 to view the issues. Printing facilities is available at selected readers.

AIAA Journal
1980-1988

Applied Optics
1990-1992

Biomaterials
1990-1997

IEEE Journal of Solid State Circuits
1980-1984

International Journal of Heat and Mass Transfer
1980-1982

Journal of Applied Physics
1960-1992

Journal of Applied Psychology
1960-1972

Journal of Biomechanics
1990-1997

Journal of Fluid Mechanics
1956-1987

Journal of Heat Transfer
1970-1980

Journal of Hydrology
1987-1992

Journal of Personality & Social Psychology
1965-1989

Journal of Sound and Vibration
1980-1987

Journal of the American Ceramic Society

Journal of the Acoustical Society of America
1980-1995

Neural networks
1995-1998

Organizational Behavior & Human Performance
1968-1972

Physical Review B, Condensed Matter
1978-1992

Briefing on Library Services and Resources

Mr Akbar Hakim, Head, Resource Dept, Library 2 conducted a briefing on Library Services and Resources at the MLT to second year Management Accounting students of SAB on 8 Feb 1999. This briefing, which lasted for about 30 minutes, was requested by A/P Roger Debreceny and Mr Goh Chye Tee to assist their students in their Management Accounting Essay assignment in semester 1.

Citation Databases from 1991 Onwards

The Library has recently acquired some back issues of citation indexes with abstracts. These are:

Science Citation Index including abstracts from 1991 onwards.

Social Sciences Citation Index including abstracts from 1991 onwards.

Both SCI and SSCI will be put onto the campus network soon. In the meantime, please visit Resource Dept at Library 1 and Library 2 respectively for the two indexes.

Examination Papers on the Intranet

All examination papers beginning from academic year 1994/95 are now available on the library web site at http://www.ntu.edu.sg/library/ntuexam/.

Access is restricted to the intranet and the papers are strictly meant for NTU students and staff only.
Compiled by Annelissa Tan Mien Chew  mctan@ntu.edu.sg

This is considered to be the first of such video case study interviews ever conducted in Singapore and the region. The Nanyang Business School intends to use them in conjunction with lectures and tutorials in Hospitality and Tourism Management studies locally and worldwide.

Core and periphery in the European monetary union: a cluster analysis.
Nanyang Business School, NTU, 1998
1 videocassette (VHS PAL) (76 min.)
Call no : J508607

Presents the use of cluster analysis methodology in identifying core and periphery in the European Monetary Union.

Entrepreneurial approach to corporate management.
Nanyang Business School, NTU, 1998
1 videocassette (VHS PAL) (56 min.)
Call no : L508561

Presenting the whole idea of the use of entrepreneurial approach for corporate management.

Interviews with: Benson Ong & Katherine Wong.
School of Accountancy & Business, Division of Marketing & Tourism Management, 1998
1 videocassette (VHS PAL) (81 min.)
Call no : A508777

The interview covers environmental scanning practices, strategy choice, and implementation. Benson Ong, Director of Finance, the Pan Pacific Hotel Singapore, discusses the financial philosophy and practices at the Pan Pacific Hotel Singapore. Katherine Wong, Director of Operations-Business Retention, The Pan Pacific Hotel Singapore, talks about rooms division philosophy and practices at the Pan Pacific Hotel Singapore.
Interviews with: Ichigo (Ishee) Umehara, Roger Koch, Steve Halliday and Lisa Mosher.
School of Accountancy & Business, Division of Marketing & Tourism Management, 1998
1 videocassette (VHS PAL) (87 min.)
Call no : E508779

Interview with Ichigo (Ishee) Umehara, Roger Koch, Steve Halliday covers the corporate strategic management policies of Pan Pacific Hotels and Resorts. Their environmental scanning practices and competitive methods are discussed. The interview with Lisa Mosher covers environmental scanning practices, strategy choice, and implementation from the perspective of the Director of People Innovation. The discussion focuses on their competitive human resources management philosophy and practices.

Interviews with: Lyndall De Macro & Chong Kwan Wai.
School of Accountancy & Business, Division of Marketing & Tourism Management, 1998
1 videocassette (VHS PAL) (95 min.)
Call no : C508778

Lyndall De Macro, Director of Education, Pan Pacific Hotels and Resorts covers environmental scanning practices, strategy choice, and implementation. The discussion covers education and training philosophy and practices at Pan Pacific Hotels and Resorts. Interview with Chong Kwan Wai, Director of Operations: People Innovation, the Pan Pacific Hotel Singapore focuses on their competitive human resources management philosophy and practices on the hotel level or single property level.

Interviews with: Mark Allvey, Wong Hong Pinn & Adeline Sang.
School of Accountancy & Business, Division of Marketing & Tourism Management, 1998
1 videocassette (VHS PAL) (101 min.)
Call no : A508780

Mark Allvey discusses the sales and marketing philosophy and strategy on the single property level. Wong Hong Pinn talks about education and training philosophy and practices at the Pan Pacific Hotel Singapore and Adeline Sang covers food and beverage philosophy and practices at the Pan Pacific Hotel Singapore.
**Interviews with: Peter Chiu & Jonathan Badman**
*School of Accountancy & Business, Division of Marketing & Tourism Management, 1998*
1 videocassette (VHS PAL) (73 min.)
Call no : K508776

The interview covers environmental scanning practices, strategy choice, and implementation. Peter Chiu, Director of Operations-Business Services, the Pan Pacific Hotel Singapore, discusses support services philosophy and practices at the Pan Pacific Hotel Singapore. Jonathan Badman, Corporate Director of Marketing, Pan Pacific Hotels and Resorts, Corporate Office Executive talks about sales and marketing philosophy and practices at Pan Pacific Hotels and Resorts.

**Interviews with: Steven Hicks.**
*School of Accountancy & Business, Division of Marketing & Tourism Management, 1998*
1 videocassette (VHS PAL) (42 min.)
Call no : H508775

The interview covers environmental scanning practices, strategy choice, and implementation from the perspective of the Corporate Director of Operations. The discussion covers operational philosophy and practices at Pan Pacific Hotels and Resorts.

**Theoretical analysis of communication in agencies.**
*Nanyang Business School, NTU, 1998*
1 videocassette (VHS PAL) (103 min.)
Call no : A508567

Prof Gerald Feltham presents communication in agencies. He also talks on efficient risk sharing, efficient incentives contracts and the value of decision-influencing information, etc.

**Theoretical analysis of the relations between market values and accounting.**
*Nanyang Business School, NTU, 1998.*
1 videocassette (VHS PAL) (107 min.)
Call no : F508564

Prof Gerald Feltham presents the relationship between market values and accounting. His topic includes two parts, i.e. part 1. Pro forma financial statements, and part 2. Current financial statements.

*All titles are available for loan at the Media Dept., Library 2. Our Homepage is at http://www.ntu.edu.sg/library/media*
This study indicates the need to understand why residents pay more attention to some impacts of tourism than others. Tourism in Singapore will continuously grow along with the economic growth in the South East Asia. It is, therefore, important to understand residents’ perceptions and attitudes towards tourism development and its corresponding impacts to sustain a healthy growth.

Master in Mass Communication
School of Communication Studies

Kor Min Yee, Vincent
Violence on Television: a Case Study of Violence on English Prime-Time Television in Singapore

Inspired by George Gerbner’s scientific quantification of violence on American television (Gerbner and Gross, 1976) and guided by the SBA Television Programme Code, this thesis investigates the contents of prime-time television on TCS Channel 5 over a 14 days period in December 1997. A total of 54 programmes are analysed in accordance with specific coding instructions (based largely on the U.S. National Television Violence Study, 1997). The results demonstrate that the majority of sample programmes (75.93%) does not contain a single act of violence. While an average of 5.21 violent acts per prime-time hour is observed, the majority of such violence is non-graphic (73.97%) and does not depict any pain (63.93%). The violence is almost entirely committed by adult perpetrators (97.72%) upon adult targets (95.43%). None of the coded violence contravenes the SBA Television Programme Code. These findings suggest that prime-time programming in Singapore may be much less violent than comparable programming in many other Asian countries.

Ong Lu-Ann
Evaluating the Singapore Government Website: a Perspective from Local Undergraduates

In line with the belief that new media possess new capabilities, the Singapore Government launched its own website in 1996 with a view to providing better public services. This study attempts to evaluate the Singapore government website. It investigates if people are aware of the presence of a Singapore government website, whether the online services offered on the Singapore government website are used, what factors account for difference in awareness levels, and what services are most frequently used. Beyond that, it also examines what users like or dislike about the Singapore government website, and why non-users behave the way they do. More importantly, it is conducted from a perspective which supports the importance of users.

Findings have shed some light on the popularity of the Singapore government website among undergraduates from the National University of Singapore and Nanyang Technological University. Findings also provided evidence to explain the behaviors and motivations of users and non-users.

Ultimately, it is hoped that this study and its recommendations will provide some insight to future efforts aimed at understanding the use of new media, and the creation of a new communication environment in Singapore.

Wee Thiam Hock, Adrian
Singapore’s Success as Broadcast Hub: the Picture Ahead

The purpose of this thesis is to see how Singapore can succeed as a regional broadcast hub, given the opportunities and challenges it faces daily in an industry that changes rapidly. Together with primary research (through open-ended structured interviews with stakeholders) and a search of secondary sources, this thesis will examine Singapore’s present situation as thriving broadcast hub, the formidable task ahead as it carves a niche in the broadcast arena and the future of Singapore’s continued success as broadcast hub.

Since 1990, numerous changes to the local broadcast industry have been implemented to help create a favourable climate for foreign broadcasters to site their operations here. This mission has moved at such a tremendous pace that today there is a substantial number of foreign broadcasters and uplink service providers in Singapore. Sufficient evidence to label Singapore as a certified regional broadcast hub. While this is admittedly debatable in several quarters, the local broadcast authorities are more concerned with how to maintain hub status and to attract even more broadcasters to the isle’s clear-cut regulatory system, excellent infrastructure and qualified staff. Yet the factors that may stand in the way of progress are manpower shortage, a lack of competition, poor-quality content creation and the nature of the hub itself.

As Singapore maintains its current success, it remains to be seen if she can be a true broadcast hub or whether she can carve her own definition of such a hub in Asia and find success.
New Staff

Esther & Su Nee have been recruited by the Library recently.

“I joined the Library on 21st December 1998. I graduated from the National University of Singapore with a BA Honours degree in English Language.

A love of books and the challenge of being an IT-savvy librarian are the key factors that attracted me into this profession. My favourite hobbies are reading, cycling and net-surfing.”

Esther Wong Oi May
Trainee Librarian, Acquisitions Department
Email: omwong@ntu.edu.sg
Tel: 790 5214

“...I graduated from NUS with a Bachelor Degree in Arts in June 1996. I did Sociology and Japanese Studies.

In the past two and a half years in NTUC INCOME Insurance Co-operative Ltd, I was a Purchasing Executive and later on, a Business Development executive. My main responsibilities were purchasing activities for the first post and the Car Co-Op (a car sharing scheme) for the latter.

I am currently pursuing the M.Sc. (Info. Studies) course in NTU. Through this course, I have learnt more about the growing importance of the roles that information and knowledge play in our society and the world. It has also given me inspiration to join librarianship. I am looking forward to the challenges this new career brings.”

Goh Su Nee
Trainee Librarian, Cataloguing Department
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Goodbye

Mr. Joseph Lam will be leaving NTU Library in April. Here’s what Mrs Puah Boon Nia, Head of Cataloguing Department, says about him:

“Joseph has been with the Cataloguing Department since February 1997. I am very impressed by his work attitude and overall performance. He has always shown great enthusiasm in his work and is always willing to learn new skills. He is involved in the cataloguing of both English and Chinese materials. He has drawn up the cataloguing policies and procedures for Chinese titles, assisted in the setting up of the Cataloguing Homepage and is also very much involved in building up the Library’s Chinese collection, especially in the area of Overseas Chinese.

Besides having a gentle, friendly personality, Joseph is also a responsible and cooperative colleague. He gets along very well with both senior and junior staff. We are sorry that he has to return to Hong Kong and sincerely wish him all the best in his future endeavours.”

Staff Transfer

Ms Kirsten Ng and Ms Ng Lay Suan have been transferred to the Resource Department at Library 2 while Ms Vijaya Lakshimi is presently with the Acquisitions Department. They can be contacted at the following numbers:

Kirsten Ng 790 5969
Ng Lay Suan 790 4691
Vijaya Lakshimi 790 5214