

## **College of Business & Hospitality Management**

### ***An Empirical Analysis of the Impact of Business Incubation Services on Students' Academic Performance***

**Authors:** Lawrence Johnson, Daphne Brown and Anthony Hutchinson

Over the years, business incubators have been used to increase business students' academic performance in tertiary institutions. However, NCU has never utilized this technique in the education of business students. The objective of this study is to measure the impact of incubator services on students' academic performance over the period of one semester initially and to be continued thereafter.

The null hypothesis is that business incubation has no significant impact on students' academic performance. The research hypothesis is considered a more favourable outcome. A stratified random sample of second-year students will be used. Students will be divided into two groups: "A" experimental, and "B" control. Treatment and data collection will occur over the period of one semester for both groups. The data will be analyzed using SPSS descriptive statistics and the t-test.

### ***Sports Tourism: A Case Study of Jamaica's Sports Opportunities***

**Authors:** Dwight Dunn, Noriel Jacobs-Gray and Merlene Senior

Sports tourism is now one of the fastest growing trends worldwide in terms of its contributions to national development and the Gross Domestic Product (GDP). This area deserves immediate attention in Jamaica as recent studies (Swart & Bob, 2007; Smith & Weed, 2007; Weed, 2007) have shown that sport tourism contribution worldwide in developed countries was between 1-2 percent of GDP.

A research of this nature should assist the government in developing a national sport tourism strategy framework from which policies could be implemented. The methodology to be pursued will take the form of a narrative descriptive approach, which is essentially using participants in the research as story tellers relating their own experiences. This approach will draw upon many techniques and sources for the collection and analysis of data. The methods will include survey, case studies and phenomenology. Instruments to be used will include interviews, questionnaires and observations. Sampling techniques will include both stratified random and convenience sampling.

The research participants will include current and past athletes and track coaches drawn from several target groups (GC Foster, MVP tract club, sports journalists, PIOJ, STATIN, the Ministry of Tourism , Ministry of Finance and the Ministry of Sports, Culture and Information). The expected finding is that Jamaica lacks a sport tourism policy and the impact of sport tourism on Jamaica's GDP is not known or understood. Support for a sports tourism economic development strategy will therefore be promoted as a matter of priority and national importance to capitalize on Jamaica's sports tourism potential.

## ***Student Performance: Correlation Between the Caribbean Examination Council Examinations Results and First Year Performance in A Business Administration Course at Northern Caribbean University***

**Authors:** John McAllister, Kirkland Anderson and Devairakkamm Ebenezer

The quality of students' performance in first year College classes can be attributed to a number of factors. One of these factors is the level of academic performance exhibited in high schools, as evidenced by passes in the Caribbean Examination Council (CXC) examinations. It is hypothesized that, if first year College students performed remarkably well (grades 1 and 2) in CXC examinations, they should perform very well in most subjects/courses in their first year of College.

This research investigation seeks to establish whether or not there is a strong positive correlation between students high school performance in Mathematics or Mathematics-based courses and their performance in a selected Mathematics-based Business Administration course. The research design selected is Pearson's Product Moment Correlation technique. Data will be analyzed using SPSS.

## ***Crime and Violence in Jamaica and Its Impact on the Business Sector***

**Author:** Andrea Baldwin

Each day the news media carry horror stories of crime and violence across the nation of Jamaica. In a recent Gleaner report, dated February 8, 2009, Dr. Karen Richards, a clinical psychologist, stated that Jamaica, as a nation, is suffering from borderline personality disorder (BPD). In 2005, there were 1,674 murders. In 2008, there were 1,611 murders. In the first 20 days of 2009, over 70 persons were murdered (Sunday Gleaner, February 8, 2009). In the business sector, the incidence of extortion rings and illegal 'protective services' continues to grow and dominate the lawful and peaceful pursuance of business activities.

According to Harriott (2008), over the past twenty (20) years, Jamaica has maintained homicide rates of over 59/100,000 persons. This classifies Jamaica as the most violent Caribbean nation and one of only three such nations with this level of violence in the world (the other two nations being South Africa and Columbia). Gayle (2009) cites Jamaica as a high violence society which has all the necessary stimuli for breaking into a civil war.

According to Guerra (2009), one of the biggest challenges surrounding violence prevention is that violence works. It is adaptive and it solves problems for the aggressor. To fight against crime, it is therefore essential to reduce its adaptive value by supporting pro-social behaviours and environments.

In light of these challenges, a mixed methods research project has been undertaken to investigate the impact that crime and violence is having on business practitioners and the viability of their businesses. Using a purposive sample, data have been gathered from the South Central parishes of Jamaica via structured and open-ended questionnaires. Data was analyzed using a thematic approach and SPSS.

Results showed that of 107 business operators, a total of 87.82% were being affected by crime and violence through loss of business, constant fear and anxiety as well as the perceived and real loss of

freedom of movement. When asked who should be responsible for addressing the issue of crime and violence, 74% of business operators stated that each citizen is responsible while 62% stated that the government through an enforced legal, punitive and justice system should be primarily in charge of addressing the issue.

Given these results and others, various questions arise: (1) Is it time for Jamaicans to become equipped and empowered to act on behalf of country above and beyond self interest? (2) If yes, who should initiate this vision and operation? (3) What will a 'developed' Jamaican nation look like and be like in the year 2030 if the scourge of crime and violence is not reversed?

*It is time for mindlessness to demit office and in with carefulness for place and purpose.*