International Journal of Operations Management

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Aims and Scope

The aim of the International Journal of Operations Management is to provide academically robust papers, research, critical reviews and opinions on the organisational, social and management issues associated with significant information-based technologies. It is designed to be read by academics, scholars, advanced students, reflective practitioners, and those seeking an update on current experience and future prospects in relation to contemporary information and communications technology themes.

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Contents

Probability Density Function – An innovative indicator of Organizational Commitment of Sales Executives

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A B S T R A C T

Long term plans and successful implementation of marketing strategy depends on Organisational commitment of employees. If employee attrition is high, long term plans will suffer. The Organisation Commitment of 50 employees of Marketing and sales department in a South India based National FMCG company was calculated using Allen and Meyer Organisational commitment scale. The Affective, Normative and Continuance commitment sores were calculated. The scores are not mutually exclusive, since a person who has high Affective score may also be in organization for some Normative or Continuance reason. The scores of the three constructs overlap. This gives a distorted picture of the true organizational commitment. To overcome the defect , this paper demonstrates innovative use of probability distribution and Mixed distribution to get the probability score of Organisation commitment. The management can thus know the probability of various scores of commitment and take appropriate steps to improve the organization commitment. It is found that the Affective Commitment score follows a Weibull Distribution with α = 30.25 , β= 4.12 , γ=0. The Normative construct follows Triangular distribution with parameters m =3, a = 2.63, b= 3.53. The Continuance Commitment has Wakeby distribution with distribution parameter α= 0.53078, β= 3.1003, γ= 0.14264, δ= -0.05068, ξ= 3.2123. The probability of Affective commitment between 4 and 5 is 0.67 or 67%. P(X1 < X< X2) =0.67413, probability of employees having a Normative commitment of between 3 and 3.5 is 0.59 or 59%. P(X1 < X< X2) = 0.59081.The probability of Continuance commitment between 3.3 and 4 is 0.84 or 84% P(X1 < X< X2) = 0.84815. The Mixed distribution shows that the probability of high organization commitment is 22.79 % [P(4 < X< 5) = 0.227867] . Probability of medium organization commitment score is 77.2 %. [P(3 < X<4) = 0.77207]. The management has to take steps to improve the Organisation commitment.

Key Words: Organisation Commitment, Probability Distribution, Cumulative Distribution Function, Mixed Distribution.

I. INTRODUCTION

Every company has long term plans – be it expansion in new geographical area, new markets, new product introduction, starting new product line or mergers and acquisition. The plans can be implemented properly only when the teams of employee in-charge of the plan continue to be with the company. Hence organization commitment is vital aspect of success of any organization. Organisation commitment can be defined as "a psychological state that characterizes an employee"s relationship with

an organisation and has implications for the decision to continue membership of the organisation" (Meyer and Allen 1991). The top management needs to know how much are the employees committed to the organization. Knowing the commitment level of employees will also help the Human Resource department to plan appropriate incentives, plan management succession, develop recruitment strategy to appoint higher committed personnel and design intervention plans to improve existing commitment. A comprehensive measure of employee commitment can be obtained by Allen and Meyer's Organizational Commitment Scale. This paper shows an innovative way of measuring Organizational commitment by combing the Organizational Commitment scale values with Probability Density Function.

The study was carried out among South India based FMCG Company"s Marketing and Sales employees.

Meyer and Allen organizational commitment scale:

Meyer and Allen developed the 3 component model of organizational commitment. It consists of 1) Affective 2) Normative and 3) Continuous scales. Affective Commitment measures commitment based on emotional ties that the employee develops with the organization . Normative Commitment reflects commitment based on perceived obligation towards the organization. Continuance Commitment is based on economic and social cost of leaving thecurrent organization. The questionnaire used to measure the commitment has 28 questions (Eight for each of the three components) and the answers are scored on a 7 or 5 point Likert scale.

Cumulative Distribution Function (CDF):
The function is used to calculate the cumulative proportion of a continuous probability distribution. It describes the probability that a real random variable X with a given probability distribution will be found at a value which is less than or equal to the variable X. In the case of this paper CDF refers to the cumulative probability of organizational commitment score.

Probability Density Function (PDF):
All data follow a pattern of distribution. PDF is a mathematical function that provides a model for the probability that a value of a variable lies within a particular interval in the data distribution. In the case of this paper PDF refers to the organizational commitment score laying in a particular interval.

Mixed Distribution:

Combination of two or more distribution with different parameters forming a new combined distribution is called Mixed Distribution. In this paper, the distribution of 3 constructs of Organisation Commitment is combined.

II. LITERATURE REVIEW:

Meyer, John P.; Allen, Natalie J.; Smith, Catherine A.(1993), "Commitment to organizations and occupations: Extension and test of a three-component conceptualization", Journal of Applied Psychology, Vol 78(4),pp. 538-551.

Meyer and N. J. Allen's tested the generality of three -component model of organizational commitment. The analyses were consistent with predictions made on the basis of the 3- component model. It proved that the occupational and organizational commitment contribute independently to the prediction of professional activity and work behaviour..

Sanjeev Agarwal; Thomas E. DeCarlo; Shyam B. Vyas; (1999). "Leadership Behavior and Organizational Commitment: A Comparative Study of American and Indian Salespersons", Journal of International Business Studies, Vol. 30, No. 4 pp. 727-743.

The study is about the impact of leadership behaviors on salespersons' organizational commitment in India and USA. The study presents a framework for understanding the role of culture on relationships between leadership behaviors and organizational commitment..

Jai Prakash Sharma; Naval Bajpai (2010), "Organizational Commitment and its Impact on Job Satisfaction of Employees: A Comparative Study in Public and Private Sector in India", International Bulletin of Business Administration, ISSN: 1451-243X, Issue 9

The papers compares organistional commitment of Public and Private sector employees. Significant difference is noticed between public sector and private sector organization in this study. Public sector employees exhibited higher degree of organizational commitment as compared to private sector employees. Most importantly, organizational commitment was proved to be the catalyst for enhancing job satisfaction level of employees.

Madden, David ;(2007) , "An analysis of mental stress in Ireland, 1994- 2000", Working paper series ,UCD Centre for Economic Research, No. 2007/10

The paper examined the Stress levels of respondents in Ireland. It describes the use of General Health Questionnaire (GHQ) and Cumulative Distribution Frequency in measuring Stress level scored on a Likert scale.

II. OBJECTIVES:

1. Gather and Analyze the Affective, Normative and Continuance commitment scores.
2. Derive the type of distribution of three components of the organizational commitment scores
3. Construct Probability Density function and Cumulative Density function from the derived distribution.
4. Find the organization commitment probability scores of employees and risk of employees leaving the organization.
5. Using Mixed Distribution , establish the risk of attrition.

IV. DATA AND METHODOLOGY:

Data:

50 employees out of a total set of 82 Sales and Marketing department employees in Tamilandu from a South India based national FMCG Company were chosen using random sampling method. Since the base sample was small for female employees and distribution based on experience was small, separate analysis based on experience, age, gender was not carried out.

Table1: Data Set

Total Data set of TN Sales Employees	Sample chosen
82	50

Methodology:

1. Structured self administered questionnaire was used to get the Organisation commitment scores. Allen & Meyer 8-item, 3 component versions of the commitment scale was used. There are 24 questions. The questions were scored on a 5 point Likert scale. The questionnaires were given during the monthly (July 2012) sales meeting of the organization.
2. Reliability of scale was determined using Cronbach‟s Alpha value.
3. To determine the best fit of data to a probability distribution, Kolmogrov Smirnov goodness of fit statistics was used.
4. Probability Density Function and Cumulative Distribution Function was determined by integration between two points. The Cumulative Distribution Function , Probability Density Curve and Mixed distribution calculations were done using Wolfram Mathematica 8 software

V. ANALYSIS AND RESULT RELIABILITY ANALYSIS:

The reliability of Allen & Meyer 8-item, 3 component organizational commitment scale was determined using Cronbach Alpha Statistics. Table 1 shows the reliability score.

Table 1: Reliability of Organizational Commitment Scale

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.812	0.813	24

Table 2: Reliability of Organizational Commitment Scale if Item is Deleted

Questions	Scale Mean if Item Deleted	Cronbach's Alpha if Item Deleted
ocq_1	71.18	0.803
ocq_2	70.1	0.809
ocq_3	70.06	0.801
ocq_5	73.08	0.805
ocq_7	70.04	0.804
ocq_10	72.1	0.811
ocq_11	71.1	0.808
ocq_13	72.18	0.806
ocq_14	71.02	0.805
ocq_15	71.22	0.801
ocq_16	71.2	0.803
ocq_17	70.36	0.803
ocq_20	71.10	0.808
ocq_21	72.24	0.802
ocq_22	70.26	0.805
ocq_4	73.24	0.806
ocq_6	73.16	0.811
ocq_8	73.24	0.805
ocq_9	71.24	0.810
ocq_12	71.28	0.804
ocq_18	73.36	0.806
ocq_19	72.14	0.804
ocq_23	70.20	0.808
ocq_24	72.08	0.809

Inference:

The Cronbach Alpha score is 0.812. Table 2 shows that even if any of the 24 questions are deleted, the reliability score will not improve. Since the score is above 0.70, it can be concluded that the scale is reliable.

Affective Commitment:

The commitment based on emotional ties to the organization is calculated by 8 questions in the Affective construct of the Organization commitment scale. The score of Questions 4, 6 and 8 were recoded. Table 2 shows the Affective Commitment statistics.

Table 3 Affective Commitment Statistics

Statistic	Value
Sample Size	50
Range	0.75
Mean	4.0625
Variance	0.02567
Std. Deviation	0.16022
Coef. of Variation	0.03944
Std. Error	0.02266
Skewness	0.18172
Excess Kurtosis	-0.07216

Inference: The mean score is 4.06 of a possible 5 so the Affective commitment is high which is good for the organization. The important statistics is excess kurtosis. The kurtosis is negative hence it can be deduced that the score distribution is platykurtic and is not a normal distribution.

Goodness of Fit for Affective Commitment

To determine what distribution the data follows, Kolmogorov Smirnov test is carried out. Table 4 shows the values of various distributions.

Table 4: Affective Commitment Distribution Statistics

Distribution	Kolmogorov Smirnov	
	Statistic	Rank
Weibull	0.17226	1
Gen. Pareto	0.18135	2
Uniform	0.18739	3
Wakeby	0.18786	4
Cauchy	0.18927	5

Inference: Weibull distribution has the lowest calculated value of 0.17. It can be concluded that the best fit for Affective commitment score is Weibull distribution.
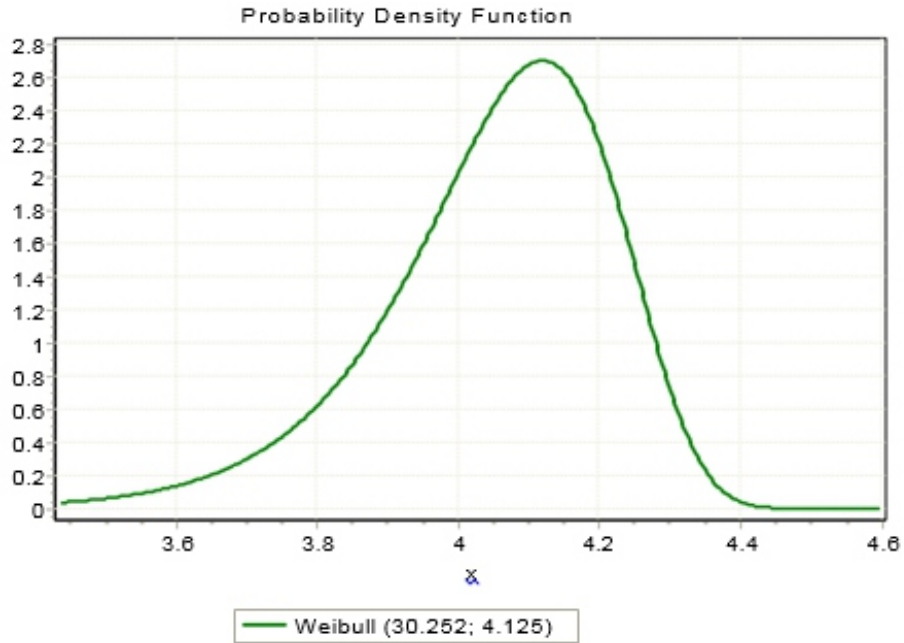
Distribution Parameter

The Weibull distribution parameters are shown in Table 5. Based on these values, the Probability Density Curve can be constructed (Figure 1)

Table 5: Weibull Parameters

Distribution	Parameters
Weibull	$\alpha = 30.25$, $\beta = 4.12$, $\gamma = 0$

Figure 1: PDF of Affective Commitment - Weibull Distribution

Probability Density Function

Weibull (30.252; 4.125)

Based on the parameter values, the Cumulative Distribution Function can be constructed (Figure 2)

Figure 2: CDF of Affective Commitment - Weibull Distribution

Cumulative Distribution Function

Weibull (30.252; 4.125)
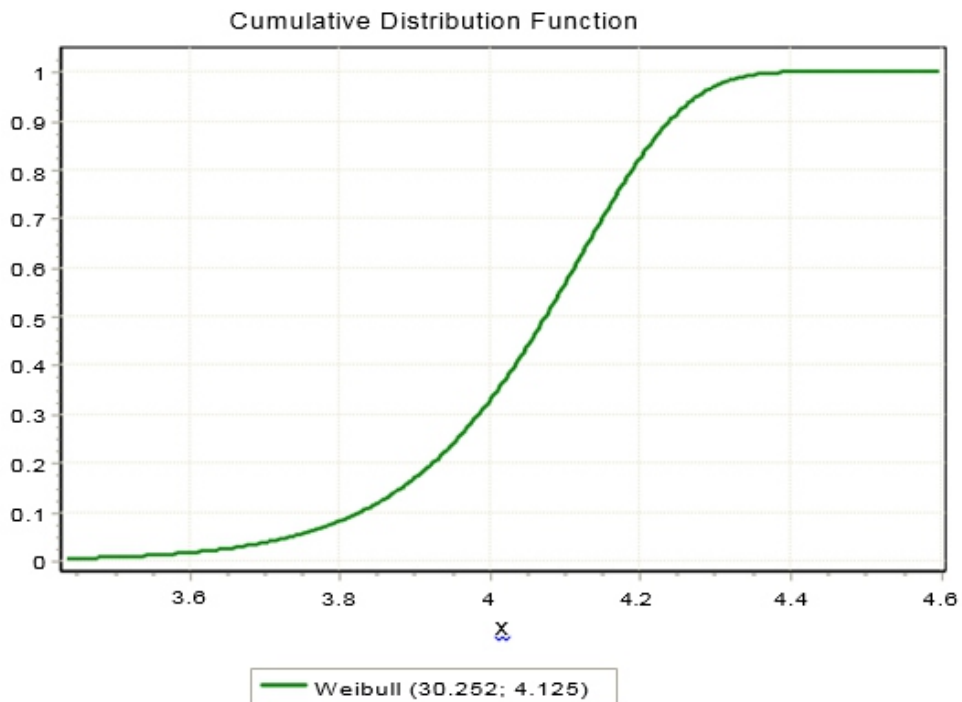
The CDF shows the probability of Affective commitment scores. (Table 6)

Table 6: Affective Commitment Probability

$P(X < X1) = 0.32587$	$P(X > X1) = 0.67413$	$P(X1 < X < X2) = 0.67413$

X 1=4, X 2=5

Inference: The probability of Affective commitment below 4 is 0.325 or 33%. It can be seen that the probability of employees having an Affective commitment of between 4 and 5 is 0.67 or 67%.

Normative Commitment:

The commitment based on perceived obligation towards the organization is calculated by 8 questions in the Normative construct of the Organization commitment scale. The score of Questions 9 and 12 were recoded. Table 7 shows the Normative Commitment statistics.

Table 7 Normative Commitment Statistics

Statistic	Value
Sample Size	50
Range	0.75
Mean	3.0425
Variance	0.03738
Std. Deviation	0.19334
Coef. of Variation	0.06355
Std. Error	0.02734
Skewness	0.12336
Excess Kurtosis	-0.58154

Inference: The mean score is 3.04 of a possible 5 so the Normative commitment is low and needs to be improved. The important statistics is Excess kurtosis. The kurtosis is negative hence it can be deduced that the score distribution is platykurtic and is not a normal distribution.

Goodness of Fit for Affective Commitment

To determine what distribution the data follows, Kolmogorov Smirnov test is carried out. Table 8 shows the values of various distributions.

Table 8: Normative Commitment Distribution Statistics

Distribution	Kolmogorov Smirnov	
	Statistic	Rank
Triangular	0.13064	1
Error	0.13466	2
Weibull	0.13615	3
Johnson SB	0.13843	4
Rice	0.14041	5

Inference: Triangular distribution has the lowest calculated value of 0.130. It can be concluded that the best fit for Normative commitment score is Triangular distribution.

Distribution Parameter

The Triangular distribution parameters are shown in Table 9. Based on these values, the Probability Density Curve can be constructed (Figure 3)
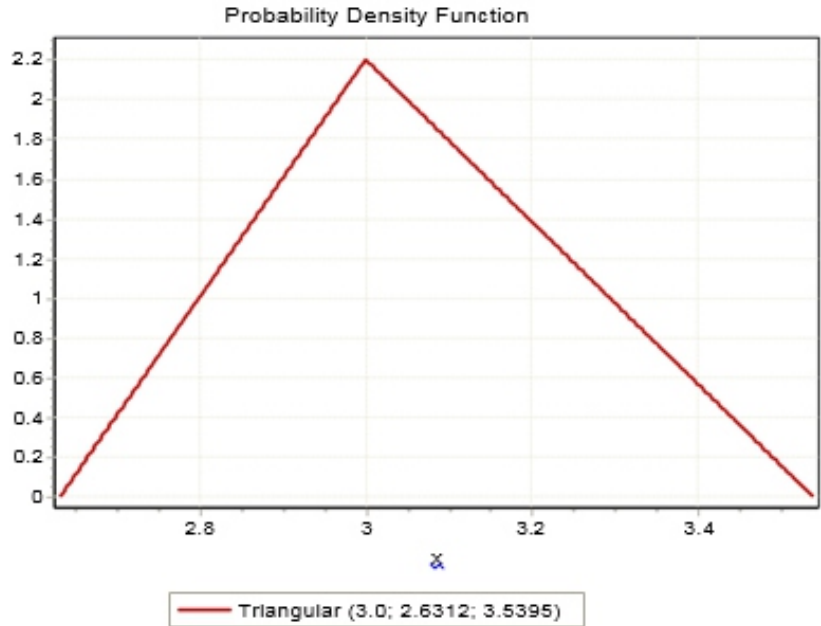
Table 9: Triangular Distribution Parameters

Distribution	Parameters
Triangular	m =3, a = 2.63, b= 3.53

Figure 3: PDF of Normative Commitment - Triangular Distribution

Probability Density Function

Triangular (3.0; 2.6312; 3.5395)

Based on the parameter values, the Cumulative Distribution Function can be constructed (Figure 4)

Figure 4: CDF of Normative Commitment - Triangular Distribution

Cumulative Distribution Function

Triangular (3.0; 2.6312; 3.5395)
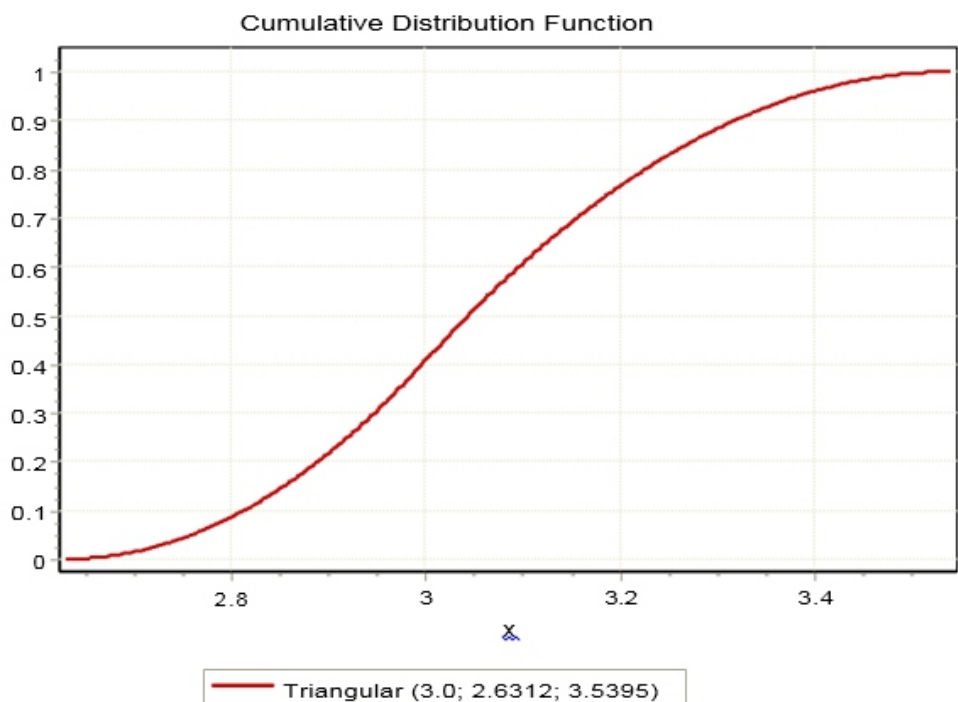
Table 10: Normative Commitment Probability

P(X< X1) = 0.406	P(X>X1) = 0.594	P(X1 < X< X2) = 0.59081	P(X< X2) =0.99681	P(X>X2) 0.00319

X1 =3, X2=3.5

Inference: The probability of Normative commitment below 3 is 0.406 or 40.6%. It can be seen that the probability of employees having a Normative commitment of between 3 and 3.5 is 0.59 or 59%. There is only 0.003 or 0.3% probability of employees having a Normative Commitment score of above 3.5 . The

personnel department has to take serious steps to improve the Normative score of the Sales and Marketing Department employees.

Continuance Commitment

The commitment based on social cost of leaving the organization is calculated by 8 questions in the Continuance construct of the Organization commitment scale. The score of Questions 18, 19,23 and 24 were recorded. Table 11 shows the Continuance Commitment statistics.

Table 11: Continuance Commitment Statistics

Statistic	Value
Sample Size	50
Range	0.75
Mean	3.4775
Variance	0.02786
Std. Deviation	0.16692
Coef. of Variation	0.048
Std. Error	0.02361
Skewness	0.71842
Excess Kurtosis	0.62205

Inference: The mean score is 3.47 of a possible 5 so the Continuance commitment is low but it needs to be lower as the employees staying in organization due to lack of other opportunity or staying due to social cost may leave organization when the competitive job field is advantageous to them. In general ,Personnel department has to reduce Continuance commitment by appropriate training .The Excess Kurtosis is positive hence the distribution is leptokurtic.

Goodness of Fit for Continuance Commitment

To determine what distribution the data follows, Kolmogorov Smirnov test is carried out. Table 12 shows the values of various distributions.

Table 12: Continuance Commitment Distribution Statistics

Distribution	Kolmogorov Smirnov	
	Statistic	Rank
Wakeby	0.1571	1
Log-Pearson 3	0.16029	2
Log-Logistic	0.16082	3

Inference: Wakeby distribution has the lowest calculated value of 0.157. It can be concluded that the best fit for Continuance commitment score is Wakeby distribution.

Distribution Parameter

The calculated Wakeby distribution parameters are shown in Table 13. Based on these values, the Probability Density Curve can be constructed (Figure 5)

Table 13: Wakeby Distribution Parameters

Distribution	Parameters
Wakeby	α= 0.53078, β= 3.1003, γ= 0.14264, δ= -0.05068, ξ= 3.2123

Figure 5: PDF of Continuance Commitment - Wakeby Distribution

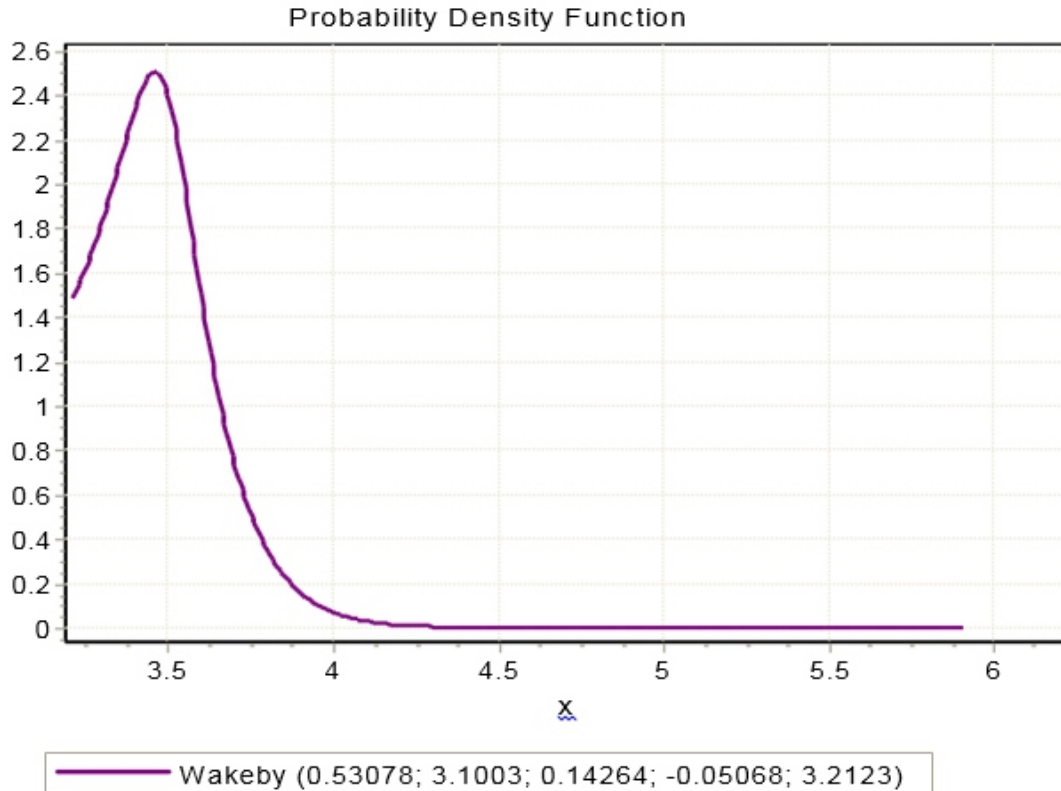Probability Density Function

Wakeby (0.53078; 3.1003; 0.14264; -0.05068; 3.2123)

Figure 6: PDF of Continuance Commitment - Wakeby Distribution

Cumulative Distribution Function

Wakeby (0.53078; 3.1003; 0.14264; -0.05068; 3.2123)
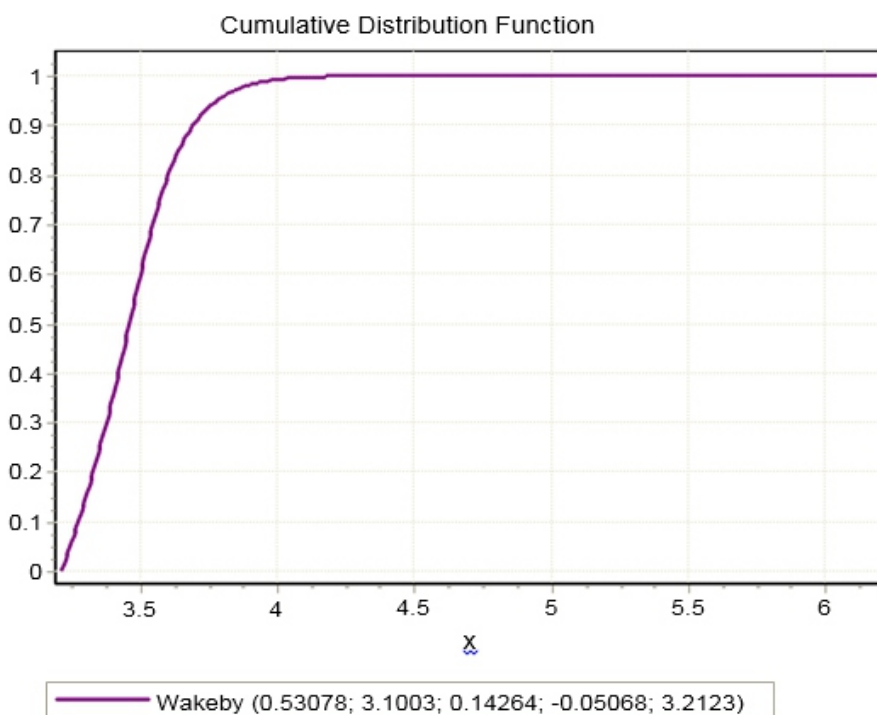
Table 14: Continuance Commitment Probability

P(X< X1) = 0.1442	P(X>X1) =0.8557	P(X1 < X< X2) = 0.84815	P(X< X2) =0.99239	P(X>X2) =0.00761

X1 =3.3, X2=4

Inference: The probability of Continuance commitment below 3.3 is 0.144 or 14.4%. It can be seen that the probability of employees having a Continuance commitment of between 3.3 and 4 is 0.84 or 84%. There is only 0.007 or 0.7% probability of employees having a Continuance Commitment score of above 4 . As only 14% employees have low continuance commitment score, the personnel department has to take steps to reduce the Continuance score of rest of the Sales and Marketing Department employees.

Mixture Distribution:

To get better estimate of Organisation Commitment, the 3 distributions are combined using Mixed Distribution (Refer Appendix1 Mathematcal Commands). The mixture distribution consists of Weibull, Wakeby and Triangular Distribution. Each distribution is given equal weight of 1/3 and probability score is calculated.

Table 15: Mixed Distribution Probability

P(3< X< 4) = 0.77207	P(4 < X< 5) = 0.227867

Inference: The probability of „High Organisation commitment" score between 3 and 4 is 0.227867 or only 22.79 % while „Medium organization commitment" probability (score between 3 and 4) is 0.77207 or 77.2 % . Overall the organisation has a medium commitment which indicates probability of lower employee attrition, but to ensure very low attrition probability , the organisation has to improve the commitment level of 77% of employees of Marketing and Sales division.

Figure 7: Simulated Probability score for 100 respondents based on Mixed Distribution
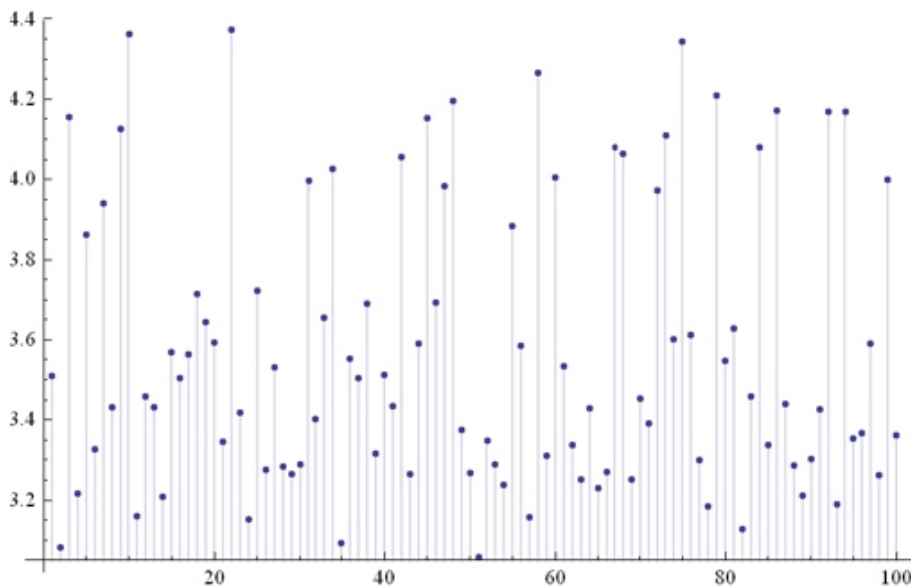
VI. Limitations

1. The results are confined to Marketing and Sales Department. The Organisation Commitment level in other departments may vary.

2. The results cannot be extrapolated to other similar organization without industry wide study.

3. Due to limited sample size, gender and tenure based probability distribution was not carried out.

VII. Conclusion

The study establishes that Probability Distribution function can be effectively used as a Personnel research tool to deduce a more accurate Organisation Commitment score. The organization has medium commitment and has a lower risk of employee turnover . However it is prudent to improve the Commitment score to „High" as probability of a organization commitment between 4 and 5 is only 22.7%.

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The Study of Amount of Predicting Human Resources Development, Through Knowledge Management Value Chain

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A B S T R A C T

Present research has analyzed the amount of predicting human resources development, through knowledge management value chain (creation, storage, distribution, application). All of the employees of a big Iranian Steel Industry Company took part in the survey. 232 people were chosen by using systematic sampling method and the sample size formula. To collect data, two researcher-made questionnaires of knowledge management and human resources development have been used. Also content validity and face validity of questionnaires in this research were confirmed by experts. The validity of both questionnaires was estimated by using Cronbach's alpha coefficient (α) which equals to 0.87 in knowledge management and 0.83 in human resources development. Analysis of the data is done by using inferential statistics (including Pearson r, analysis of variance test and multiple regressions). The result has shown that among the variables of knowledge management, three variables (creation, storage and application) can predict human resources development.

Key Words: Knowledge management value chain, Human resources development, Knowledge creation, Knowledge storage, Knowledge distribution, Knowledge application.

1. INTRODUCTION

Entering the third millennium, human is observing rapid environmental changes, increasing competition sensitivity, globalizing economy, fundamental change in the business world, the cyberspace, appearing the intellectual capital and knowledge workers in organizations. These are creators of new scenarios that knowledge management is one of them. So in recent years, different organizations have been joining the process of knowledge and new concepts such as knowledge work, knowledge worker, knowledge management and knowledge organizations show the intensity of this process. Through these concepts, Draucker introduced new organizations in which, mental strength ruled rather than physical strength. According to this theory, in future, communities which can expect development and progress that have more knowledge. Thus having natural resources cannot be as important as knowledge. Knowledge organization will achieve the abilities which are able to make enormous strength of little power [1]. Toward this end, most of the organizations have understood that achieving success or even surviving; need something more than achieving knowledge randomly or

shortly and there is no way except applying an appropriate knowledge management system [2]. KM is the process of acquiring knowledge from the organization or another source and turning it into explicit information that the employees can use to transform into their own knowledge allowing them to create and increase organizational knowledge [3]. Fundamentally, knowledge management is about applying the collective knowledge of the entire workforce to achieve specific organizational goals. The aim of knowledge management is not necessarily to manage all knowledge, just the knowledge that is most important to the organization. It is about ensuring that people have the knowledge they need, where they need it, when they need it – the right knowledge, in the right place, at the right time [4]. (Moreover The goal of KM is to improve tasks and sub-tasks, in most cases the creation or generation; acquisition; identification or capture; validation and evaluation; conversion; organization and linking; formalization or storage; refinement or development; distribution, diffusion, transfer or sharing; presentation or formatting; application and evolution of knowledge, with the help of systematic interventions, instruments or measures [5],[6],[7],[8],[9],[10],[11],[12]. (Schuppel & et al., 1996; Wiig & et al. 1997; Probst, 1998; O'Dell and Grayson, 1999; Alavi and Leidner, 2001; Bhatt, 2001; Choo, 2006; Maier, 2007). What we can do, and what the ideas behind knowledge management are all about, is to establish an environment in which people are encouraged to create, learn, share, and use knowledge together for the benefit of the organization, the people who work in it, and the organization's customers. Actually, creating a knowledge environment usually requires changing organizational values and culture, changing people's behaviors and work patterns, and providing people with easy access to each other and to relevant information resources [4]. The success of knowledge management requires a systematic attitude which consists of all elements and components and knowledge management process. Any detailed look might create serious challenges in the way of success of knowledge management plans. In this regard Shin (2001) defines Knowledge management value chain (KMVC) as a process with four major activities of creation, storage, distribution and application in KM field, which create value for organization via knowledge [13]. Although different researchers have suggested various models to implement knowledge management system in the organization, all of them originate from these four levels. As Argyris (1991) points out: 'The nuts and bolts of management… increasingly consists of guiding and integrating the autonomous but interconnected work of highly skilled people [14].' Knowledge management is about the management and motivation of knowledge workers who create knowledge and will be the key players in sharing it. Consequently HR can make an important contribution to knowledge management simply because knowledge is shared between people; it is not only a matter of capturing explicit knowledge through the use of information technology but also the distinctive human resource practices help to create unique competencies that differentiate products and services and, in turn, drive competitiveness [15]. Strengthening factors like dutiful and serious personnel, employee relations, upgrade human resource competencies in organization, and also

making a change in organizational culture can act as catalysts to implement management systems [16]. In fact, educating elite and skilled people who is called human resource development is an unavoidable necessity that organizations require strongly to survive and develop in today's changeable world [17]. Briefly the purposes and goals of HRD are: 1) Ensuring congruence between individual and organizational goals and objectives and setting high standard of productivity, efficiency and quality of working life; 2) Enriching employee commitment and role effectiveness through sharing of information regarding mutual rights, obligations and the philosophy, underlying man-management policies and system; 3) Improving organizational effectiveness by providing due guidance to executives and staff in uniform and effective implementation of management policies especially in the area of human resources and 4) Developing collaborative and problem solving approaches in human resource development [18].

HRM practices can also provide people the motives and incentives to participate in KM processes. In knowledge dependent organizations, employees must be willing and motivated to share their education and experience with other employees in order to generate innovation.

2. THEORETICAL FRAME OF RESEARCH

HRD facilitate knowledge flows and innovation by improving employees' ability, motivation and opportunity to access and mobilize one another's knowledge and then transform it into new knowledge and ideas [19]. In knowledge dependent organizations, employees must be willing and motivated to share their education and experience with other employees in order to generate innovation, so HRD practices can provide people the motives and incentives to participate in KM processes [19]. HRD and KM share common activities and purposes while forming work units, teams and multi-functional cooperation and also communication networks within and boundaries of organization. All in all if there is a comparison between KM cycle and HRD processes, it will be difficult to find an area where they have no share. So, present research has tried to survey the amount of predicting human resources development, through knowledge management value chain.

3. METHODOLOGY

Present research has analyzed the amount of predicting human resources development, through knowledge management value chain by descriptive method in correlation type. 1221 employees of one of the Iranian Steal Company with B.S degree and upper took part in the statistical population of this survey. 232 people were chosen by using systematic sampling method and the sample size formula. To collect data, two researcher-made questionnaires of knowledge management and human resources development have been used. Also content validity and face validity of questionnaires in this research

were confirmed by experts. The validity of both questionnaires was estimated using Cronbach's alpha coefficient (α) which equals to 0.87 in knowledge management and 0.83 in HRD.

4. HYPOTHESIS

Knowledge management value chain dimensions have predictability of human resource development in organization.

Table 1, Multiple Correlation Coefficient KMVC dimensions in predicting HRD

Dependent variable	Independent variable	Multiple Correlation Coefficient	Squared Multiple Correlation Coefficient	Squared Multiple Correlation Coefficient of Moderated	F	P
Human Resource Development	First Step Knowledge Application	0.836	0.699	0.698	448.931	0.001
	Second Step Knowledge Application Knowledge Creation	0.857	0.735	0.732	266.121	0.001
	Third Step Knowledge Application Knowledge Creation Knowledge Storage	0.861	0.742	0.738	182.710	0.001

As finding of table 1 show, among the studied variables in regression, the best predicator of HRD in the first step is knowledge application and in the second step, they are knowledge application, knowledge creation and in the third step they are knowledge application, knowledge creation and knowledge storage. According to stepwise multiple regression analysis of results the relation between knowledge application, knowledge creation and knowledge storage with HRD is meaningful. Accordingly in the first step, knowledge application dimension coefficient, 83.6% variance of HRD and in the second step, knowledge application, knowledge creation dimensions coefficients, 85.7% variance of HRD and in the third step, knowledge application, knowledge creation and knowledge storage dimensions coefficients, 86.1% variance of HRD have expressed.

Also F at the level of $P< 0.01$ is meaningful so the regression is extensible to statistical population

Table 2, Beta coefficient in prediction of HRD

	Dpendent Variable	Indipendent Variable	Non- Standardized beta Coefficient		Standardized beta coeficient	t	p
			Beta	Standard Error			
Human Resource Developm ent	First Step Application	Knowledge	1.976	0.093	0.836	21.188	0.001
	Second Step Application	Knowledge	1.542	0.123	0.653	12.588	0.001
	Creation	Knowledge	0.786	0.155	0.263	5.074	0.001
	Third Step Application	Knowledge	1.418	0.134	0.600	10.619	0.001
	Creation	Knowledge	0.664	0.163	0.222	4.081	0.001
	Storage	Knowledge	0.382	0.172	0.119	2.224	0.027

Findings of table 2 show that when knowledge application dimension increases one unit, then Beta coefficient increases HRD, 0.600 unit and when knowledge creation dimension increases one unit, then Beta coefficient increases HRD, 0.222 unit, also when knowledge storage dimension increases one unit, then Beta coefficient increases HRD, 0.119 unit. Therefore, according to table 2, regression equation (in the third steps of stepwise multiple regression analysis) to predict HRD is as follows:

HRD= coefficient of stability (31.322) + Knowledge application dimension (1.418) + knowledge creation dimension (0.664) + knowledge storage dimension (0.382).

According to table 3, the relation between knowledge distribution dimensions with HRD was not meaningful.

Table 3, exogenous variables in regression equation to predict HRD

		Beta	t	P
First Step	Knowledge Creation	0.263	5.074	0.001
	Knowledge Storage	0.192	3.670	0.001
	Knowledge Distribution	0.222	3.566	0.001
Second Step	Knowledge Storage	0.119	2.224	0.027
	Knowledge Distribution	0.100	1.464	0.145
Third Step	Knowledge Distribution	0.067	0.952	0.343

5. CONCLUSION

The main task of HRD is supervision, assessment and involvement in the structure of creation, distribution and application knowledge of employee and in addition the set of HRD activities has a great influence on creating and maintaining capabilities and abilities of employees in organization. According to the experts KM is an integrated and systematic approach in identifying, capturing, retrieving, sharing and assessment of enterprise's information assets which includes data base, documents, procedures, policies as well as tacit expertise and experience resident in individual workers. With this approach, KM is able to challenge HR in intellectual dimensions, occupational identity and their unique differences and in this regard it will create sustainable competitive advantages. KM's perspective drives HRD purposes into creating, educating and revising resources and organizational interactivities. The result of survey showed that successfully implementing of KM and applying it, is one of the most important

factors to increase the amount of predicting HRD. In the other word HRD is possible when the process of knowledge and applying it, is attended completely. If modern knowledge is used in organization, it can be claimed that HRD has happened. As table 3 shows, in this industrial company there is no meaningful relation between distributing knowledge and HRD and three variables containing- creating knowledge, storing knowledge and applying knowledge- can predict HRD. The world that knowledge has been changed to capital and competitive advantages of organizations, it is possible to claim that the more developed organizations in HR dimension have had more powerful strategies in the KM context. KM and its related processes are intelligent intellectual systems which can educate professional employees and have strategic view to human resources. This attitude has provided the base of employee's consultation in organization and facilitates investment in learning; show the values of learning, identification the intellectual models, establishment the thinking systems and distribution of learning culture and finally human resource development. Also HRD underlines active organizational development, optimized patterns, emphasizing on quality of products and services, the increase of conceptual and operational and organizational results.

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Corporate Social Responsibility: Policy Implementation

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The concept of Corporate Social Responsibility (CSR) is not new in India. CSR has been widely established in the 1950's and 60's. Bowen defines CSR in 1953 - as one of the first - as "… an obligation to pursue policies to make decisions and to follow lines of action which are compatible with the objectives and values of society" (Douglas et al., 2004). The basic objective of CSR in these days is to maximize the company's overall impact on the society and stakeholders. CSR policies, practices and programs are being comprehensively integrated by an increasing number of companies throughout their business operations and processes. A growing number of corporates feel that CSR is not just another form of indirect expense but is important for protecting the goodwill and reputation, defending attacks and increasing business competitiveness.

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives "Triple-Bottom-Line- Approach" (UNIDO), With the help of these corporate companies even government has been brought to many changes in the area of science & technology, telecommunication, biotechnology, aerospace, health and say in what not. But even though the social sector which is not got expected level of development. The companies took CSR voluntarily and no proper guidelines were formed for the development many times the existence of corporate social responsibility itself was questioned?

Last year Parliamentary Standing Committee recommended a specific portion of its profit should go towards CSR. The standing committee on finance headed by former finance minister Yashwanth Sinha has recommended that companies with turnover of Rs 1,000 crore and more, or networth of Rs 500 crore and more, or a net profit of Rs 5 crore and more to earmark 2% of their net profit on CSR.

On August 8 2013, the Rajya Sabha the upper house of Indian parliament passed the much- awaited new Companies Bill which will replace the nearly 60-year-old Indian Companies Act of 1956. Corporate Affairs Minister Sachin Pilot termed the passage of the legislation a "historic feat". The Lok Sabha (lower house) approved the bill in December 2012. The adoption of the companies act which mandates that qualifying companies need to spend a minimum 2% of their average net profit on CSR

activity, a move by the government to accelerate efforts to overcome the country's acute social change. According to the report, larger companies are already spending on CSR programmes.

During FY-13, 51 companies included in the Sensex or the Nifty 50 indices spent Rs 26.6 billion towards CSR activities. This, at an average, accounts to one per cent of average PBT (Profit Before Tax) of the preceding three years of these companies, but overall outlay will still need to rise to meet the 2 per cent norm laid out in the Companies Act 2013. The findings are based on an analysis of CSR efforts by 51 companies, that focused on various parameters, including integrity, transparency, strategic orientation, and efficiency.

Core elements of CSR

The ministry of corporate affairs puts a certain guideline to formulate CSR policy and explains the core elements that should be covered under the policy. Each business entity can formulate their own CSR policy to guide its strategic planning and provide a road map for its CSR initiatives. Which may be an integral part of overall business policy and may aligned with its business goals. The core elements are as follows:

1. Care for all stakeholders:

The share holders, employees, customer, supplies, project affected people, society at large etc. The companies should responsive and respect the interest of these. They should take as constructive measures to engage in the developmental activities and believe in collective efforts in the development.

2. Ethical Functioning:

The CSR Policy should be underpinned by ethics, Transparency and Accountability. They should not engage in business practices that are abusive unfair, corrupt or anti- competitive.

3. Respect for worker Rights and Welfare:

Provide work place environment i.e.. Safe, hygienic and humane and which upholds the dignity of employees. Companies should give importance to training, career developmental aspects on an equal and non discriminatory basis. Having effective performance appraisal system, motivation of employees, effective grievance redressal system, providing equal opportunities to recruitment, employees participation in management are very important.

4. Respect for human rights:

The rights of the last and the least should be respected / protected without any kind of bias and hopes.

5. Respect for environment.

Companies should take measures to check and prevent pollution; recycle, manage and reduce waste, should manage natural resource in a sustainable manner and ensure optimal use of resources like land and water should proactively respond to challenges of climate change by adopting cleaner production methods, promoting efficient use of energy and environment friendly technology.

6. Activities for social and inclusive development.

Depending upon the core competency and business interest, companies should undertake activities for economic and social Development of communities and geographical areas particularly in the vicinity of their operations. These could include education skill building for livelihood of people, health cultural and social welfare etc., particularly targeting at disadvantaged sections of society.

These are the core elements the ministry of corporate affairs proposes which is a voluntary in nature and no imposition is held for strict following of these elements.

CSR- Implemntation

In fact, there is considerable flexibility for corporate on the areas that they can address as part of their social responsibility activities, the geographical regions that could be chosen forthe intervention and the manner of engagement. (HR Personnel can play crucial role in selecting backward communities, backward areas, underprivileged population, Tribal area, working with special children etc or during the planning phase, stakeholders can assist in identifying a firm's environmental, social and economic impacts, and help to develop a firm's CSR strategy) While the original Bill listed nine such activities (in Schedule VII), we understand that the final version covers as many as 22 activities – and provides the additional flexibility to the company's Board to decide on some other activity as well. The core social needs – including education, healthcare, sanitation, environmental sustainability, employability – are covered under Schedule VII, so the Bill is clearly aiming to align corporate CSR activities with the country's social development imperatives. The following are the some of the example to how to imbibe and practice the core elements of CSR in the corporate environment.

According to Schedule-VII of Companies Bill, 2012 the following activities can be included by companies in their CSR Policies:-

(i) Eradicating extreme hunger and poverty;

(ii) Promotion of education;

(iii) Promoting gender equality and empowering women;

(iv) Reducing child mortality and improving maternal health;

(v) Combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases;

(vi) Ensuring environmental sustainability;

(vii) employment enhancing vocational skills;

(viii) Social business projects;

(ix) Contribution to the Prime Minister" s National Relief Fund or any other fund set by the Central Government or the State Governments for socio-economic development and relief and funds for the welfare of the Scheduled Caste, the Scheduled Tribes, other backward classes, minorities and women; and

(x) Such other matters as may be prescribed.

Proposing a good strategic CSR programme helps towards enhancing the brand image and reputation of business which leads to improvements in sales, customer loyalty and increased ability to attract and retain employees. Medium and large scale industries try to have their own CSR team to implement the policies whereas, the small scale industries which don't have the CSR team, they implement the CSR core elements through their HR department. The HR Department has to implement the core principles of CSR through their HR policy, HR hand book and HR practices.

In discharging corporate social responsibility, private companies may avail the help of local district administration and may adopt a Public Private Community Approach (PPCA). It's a model that will help companies to utilize their funds on issues like women safety, clean and green environment and other prioritize issues. The local district administration will have the idea like what programme to be implement, where to implement, how to be implemented and beneficiaries of such programmes etc.

During the orientation programme for new employee the CSR Policy may be highlighted. The company's commitment, progress and plans may be shared with the ignited minds. For example : Wipro/Infosys updates its initative towards the community irrespective their demographic background. During merging, acquisition and economic crises of the industries employees should be strategically handled. For example when some sick organization acquired by the other huge organizations the employees will undergo psychological problems and gets disturb, the pain and agony were not been able to describe. The management of both the companies should never give a chance to terminate the old employees or excess employees, they may plan to transfer the employees or depute to other units where manpower is needed. This is not only develops the loyalty but develops the belongingness in the organization. (Eg: Satyam & Mahnidra)

The organizations and communities can grow together for example agro based industries may assist the farmers in producing the crops and they can purchase directly from the farmers. This not only helps to raise quality of life among the farmers but it also helps to avoid the middlemen in the business. This allows win- win situation at both the side, we have to check the possibility of such cases in and around. Implementation of statutory laws is another important factor in CSR, the Labour Laws/ environment laws/ social security acts and other laws which is appropriate to the respective industries, ensuring the compliances of the statutory laws is foremost important, default in statutory compliance gives bad image among the stakeholders.

CONCLUSION

In order to implement CSR policy, CSR activities should be strategically planned and companies are required to embed CSR policy in their core business and the expenditure on CSR should be disclosed in their annual financial statements and the reports of boards of directors which make industries more transparent and accountable. The CSR initiatives also have to see greater stakeholders participation and tighter accountability standards at all stages and corporate social responsibility should adequately dealt with industry practices like benchmarking, CSR ratings and certification by different agencies.

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The Nigerian Government And The Alignment Of Rivers State Through Re-Branding Project

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A B S T R A C T

The status of a nation both at home and abroad is a direct function of the orientation of its citizenry as manifested in their attitudinal dispositions, social, morals and values. To reorient Nigerians and present a positive appealing country, various administrations have vigorously pursued branding and rebranding in the country utilizing different mechanisms and taglines. This study examined the Federal Government re-branding campaign and its effect on the rivers state people, the government and the alignment of the governed through the rebranding project. The specific objectives of the study were to; check if the people of Rivers State have been favourably disposed to the rebranding campaign of the federal government so far and to ascertain if people in Rivers State believed the government and had the governed have aligned themselves with the ideals of the rebranding project. Survey research method was adopted in the study among 386 population of Rivers State. Structured questionnaire was used to obtain data utilized in the study and presented in tables. Chi-quare was used to test the study hypotheses. The result of the study shows that the people of Rivers State have not been favourably disposed to the rebranding campaign of the Federal Government (calculated value (7.8916) > critical value (7.815). Therefore, the null hypothesis was accepted, while the alternate hypothesis was rejected. The study also shows that the people of Rivers State do not believe that government and the government have aligned themselves with the ideals of the rebranding project (calculated value (0.1321) is less than the critical value 3.841). It was concluded that at the people have not been favorably disposed to the rebranding initiative.

Key Words: : Nation branding, Re-Branding Project, People of River State, Alignment of The Governed

INTRODUCTION

Every country has its own reputation, brand image, brand identity, and brand value. The concept "Re-branding" is often employed by experts to delineate the way people perceive radical change or modification of products, ideas, services, organizations, institutions or nations from the point of view of its identity. Re-branding according to Collins Cobuild English Dictionary is the process of giving a product or organization a new image in order to make it more attractive or successful. Muzellec, et al (2006, pp .803-824) seems to lend credence and support to the above when they concluded that re-branding is a symbol, design or a combination of them for an established brand with the intention of developing a differentiated (new) position in the mind of stakeholders and competitors.

Nation branding and rebranding a relatively new concepts have within the past few decades been explored in relation to economic development, consultancy and studies (Fan, 2004, 2006; Dinnie, 2007). Today, nations undertake rebranding in an effort to improve their image, increase their appeal, and modernize or sometimes to try to move upscale economically. Recent studies shows that nations like South Africa, Wales, Spain, Colombia, and Ireland have succeeded in attracting foreign direct investments and tourists to their countries as a result of carefully managed country branding programme. Ndolo, (2010) reports that the process of re-branding involves some combination of changing the name, the logo, the tagline, attitude and developing marketing and advertising look and massages.

The status of a nation both at home and abroad is a direct function of the orientation of its citizenry as manifested in their attitudinal dispositions, social morals and values. To reorient Nigerians and present a positive appealing country, various administration have vigorously pursed branding and rebranding in the country utilizing different mechanisms and taglines. In March, 1984 the then Military head of state president Mohamadu Buhari initiated a branding system tagged "War Against Indiscipline (WAI)". In a consistent effort for a more positive Nigeria, Mobilization for Self-Reliance, Social Justice and Economic Recovery (MAMSER); National Orientation Agency (NOA) and Heart of Africa Project, were launched in 1993 and 2005 respectively. In the recent time, (2009) the rebranding campaign was nicknamed Nigeria- Good People, Great Nation, by Late President Yar"Adua and the then minister of information and communication Professor Akunyili.

Nation branding is a collaborative effort of the country"s people and the government to help build the nation"s brand. The success of any rebranding program is largely dependent on the quality of people that constitute the nation, their collective effort, contribution as well as alignment with the branding/rebranding mandate. As outlined by Akunyili (2009), re-branding is about collective interest, image, value as a community and as a people in the present and future. Akunyili was calling on the government, educational institutions, non-governmental organisations, civil societies, organised labour, the clergy, traditional institutions, the media and the citizens to be part of the 2009 re-branding campaign. Interestingly, President emeritusPresident E. G. Jonathan, contended that Nigeria re-branding crusade does not belong to the Federal Government alone but to every Nigerian.

The Nigeria rebranding crusade engineered in 2009 within the last few years have generated laudable argument as to its success and failure. Despite the huge amount of naira expended on re-orientating the citizens through various programmes for citizens to demonstrate outstanding behaviour, be of good ambassadors and to portray Nigeria as a loving, peaceful and responsible country, some experts believe

the rebranding crusade was a massive failure while others disagree and noted that the rebranding project by Akunyili, is not only right but timely, (Agbase, 2009). Others believed that the project has achieved just little, insist that the project was good but the implementation was largely the problem. They insist that any genuine effort to change the image of Nigeria and Nigerians must not be cosmetic and not about placing wonderful adverts on Cable News Network (CNN) (Alabi, 2009). They advocated for a systematic concrete approach such as involving citizens within the country actively. Some other experts share the view that re- branding is good and should be given a chance by all Nigerians. In view of the above, the study assess the people of River State, the government and the alignment of the governed with the rebranding project.

OBJECTIVE OF THE STUDY

The main objective of the study is to assess the people of River State, the government and the alignment of the governed with the rebranding project. The specific objectives of the study were to;

1. Check if the people of Rivers State have been favourably disposed to the rebranding campaign of the federal government so far.
2. find out if people in Rivers State believe the government and the governed have aligned themselves with the ideals of the rebranding project.

RESEARCH QUESTION

This following research questions have been framed to serve as roadmaps, based on the research objectives

1 To what extent have the people of Rivers State been favourably disposed to the rebranding campaign of the federal government?
2 Do the people of Rivers State believe that government and the governed have aligned themselves with the ideals of the rebranding project?

RESEARCH HYPOTHESES

The need to make the study statistically empirical has informed the formulation of testable hypotheses. The essence is to statistically check the relationship or variance between the frequencies to be observed and expected. They are hereunder stated.

1. Ho: The people of Rivers State have not been favourably disposed to the rebranding campaign of the federal government.
2. Ho: The people of Rivers State do not believe that government and the governed have aligned themselves with the ideals of the rebranding project.

REVIEW OF RELATED LITERATURE

The People of River State

Rivers State is one of the 36 states of Nigeria. Its capital is Port Harcourt. It is bounded on the South by the Atlantic Ocean, to the North by the Anambra, Imo and Abia States, to the East by AkwaIbom State and to the West by the Bayelsa and Delta States. The inland part of Rivers state consists of tropical rainforest; towards the coast the typical river delta environment features many mangrove swamps. The capital, Port Harcourt, is the nerve centre of the famous Nigerian Oil industry and over ninety industrial concerns, including the Shell Petroleum Development Company of (Nigeria) Limited, AGIP, Texaco, Elf, NPRC, Michelin, West African Glass Industry, Alcan Aluminium, Metaloplastica, Risonpalm, NAFCON, Pabod Brewerie. Due to its beautiful layout and peculiar topography, Port Harcourt, christened "Garden City", is accessible by road, rail, air and sea. Apart from being a railway terminus and having one of the busiest airports in Nigeria, Port Harcourt has the unique natural advantage of being the nation's second largest sea port with another sea port, the Ocean Terinal at Onne, a stone's throw from it.

The socio-political structure of the State interestingly offers the basis for socio-cultural/ethnic classifications. Abua-Odual, Ahoada-East and Ahoada-West Local Government Areas make up the Ekpeye and Engeni ethnic nationalities while the people of Akuku.-Toru, Asari-Toru and Degema Local Government Areas constitute the Kalabari ethnic group. Descriptively also, Eleme, Gokana, Khana and Tai Local Government Areas make up the Ogoni Kingdom while Ogba/Egbema/Ndoni Local Government Area constitutes the Ogba nationality. On the other hand, Ogu-Bolo, Okrika and a part of Port Harcourt Local Government Areas make up the Okrika tribe while Bonny, Opobo-Nkoro and Andoni Local Government Areas constitute the Ibani ethnic nationality. Emohua, Ikwerre, Obio-Akpor and a part of Port Harcourt Local Government Areas make up the Ikwerre ethnic group while Omuma, Etche and Oyigbo Local Government Area make up the Etche/ Ndoki ethnic group.In view of the foregoing, it can most explicitly be deduced that Rivers State is a multi-ethnic State typified by major and minor tribal ancestry. Among the notable (major) ethnic groups are Kalabari, Okirika and Ikwerre. The Kalabaris are believed to have migrated from Calabar while the Ikwerres are of Igbo ancestry. The Ogbas are believed to have migrated from Bini while the Ibanis are predominantly believed to have Ibo ancestry.

The political history of Rivers State dates back to 27th May, 1967 with the promulgation of Decree 19 (of 1967), which instigated the split of the then Eastern Region of Nigeria. Before then, the territory was referred to as Oil Rivers Protectorate, a name derived from its abundant wealth in oil and gas deposits. The State is the heart of the hydrocarbon industry responsible for a huge chunk of the nation‟s foreign exchange earnings.

The 'Rebranding Nigeria' Project.

The subject „Rebranding Nigeria‟ though an emerging trend, has not been as novel as it is being painted. It is indeed on record that the trend in Nigeria came to limelight precisely in 2004 when the then Minster of Information, Chief Chukwuemeka Chikelu introduced the Nigeria image project. Indeed, efforts at changing the image of the nation have been the concern of various governments in Nigeria beginning form the military administration of General Ramat Murtala Mohammed-cum-General Olusegun Obasanjo.

Prior to the above named government, General Yakubu Gowon initiated and executed the first rebranding-like programme in Nigeria tagged the „3R‟ Reconciliation, Reconstruction and Rehabilitation designed to heal the wounds of the 30 months old civil war in the country. Shortly after this, the Murtala Mohammed-cum-Obasanjo regime launched a zero tolerance stance against corruption in both public and private sector. The Major general Mohammadu Buhari/Tunde Idiagbon administration that later came on board swiftly introduced War Against Indiscipline (WAI). Nonetheless, the government became short-lived and so also the programme.

General Ibrahim Babangida who toppled this regime introduced the Mass Mobilization for Social Justice, Self-Reliance and Economic Recovery (MAMSER) alongside his endless transition to civil rule programmes.

However, Babangida‟s dream of perpetuating himself in office as a military president crashed like a pack of cards shortly after the annulment of the June 12, 1993 presidential elections. General Sani Abacha, who toppled the Interim Government of Chief Ernest Shonekan re- christened the War Against Indiscipline (WAI) by adding „corruption‟ to make the programme (WAIC). It is obvious, therefore, that all the efforts so far at branding, or rebranding Nigeria were centred on the Nigerian people. But with the re-emergence of democracy in the country in 1999 and consequently Obasanjo‟s ascendancy to political power, the structure of the rebranding programme dramatically changed to external image laundering. Several dissenting voices condemned Obasanjo‟s first attempt at rebranding Nigeria tagged „Nigeria image project,‟ Alabi (2009) on the internet website www.thenationonline.net writes:

In an effort to market Nigeria on the international scene, Obasanjo during his first term toured different countries of the world selling Nigeria abroad. During his second term, Obasanjo also launched the Heart of Africa project, a continuation of the regime‟s external Rebranding campaign. The Heart of Africa project too achieved little because it is difficult to rebrand externally without doing same on the internal realm. Like shaving a man‟s hair in his absence, Nigerians (the brand ambassadors) were not carried

along the project design and execution, hence it ended as another false start. The implication of the above assertion is that Nigeria‟s attempt at rebranding could be likened to a man who dissipates much energy fanning off smoke when the source of the smoke remains unattended to. This is to say that the neglected source will replace every puff removed, thereby rendering the efforts of the man to quench the smoke futile; the amount of effort expended to get rid of the irrepressible smouldering smoke notwithstanding.

The concept of place, or nation branding did not take its root in Nigeria; rather other nations had been in the rebranding business for many years ago. Reflecting on the United States of America and their efforts at rebranding, Alabi op ct, opines that: Despite the fact that the United States has one of the highest crime rates in the world, the country successfully rebranded and is today seen or perceived as an epitome of transparency, socially, politically and economically. The emergence of a black man in the White House, Barack Obama, best exemplified how successful and workable America‟s rebranding project is and can be. Yet, there are still a lot of things wrong with America…. Despite these shortcomings; America is still called “God‟s own country, beacon of democracy”. But why? The strong character of its leadership, honesty and good governance coupled with faith of the followership in their leaders has made America to be seen as one of the best places to live in the whole world.

It is discernible, therefore, that one of the major striking features of rebranding projects of other nations rest squarely on its inward, or internal consistency. For instance, the America like South Africa and her „Proudly South Africa‟s project; Uganda, and her „Gifted by Nature‟ project, etc., all started from the grassroots such that the citizens who are the direct recipients of the programme are offered the opportunity to participate in the rejuvenation programme. The converse is the case in the Nigeria situation where the rebranding project started from the outside. Indeed, the laundering of Nigeria‟s image first commenced from „the Nigeria image project‟ „the Heart of Africa project‟ and now „the Rebranding Nigeria project‟.

Nation branding implies putting one‟s house in order so as to attract visitors, or make visitors catch a positive impression, or perspective of that house. It therefore, lacks definition that one leaves his or her house unkept and plunges abroad scouting for visitors to the same house in disarray. How else would the scenario be described that the Obasanjo administration of two consecutive terms could not provide a concrete solution to crisis in the Niger Delta yet screaming “come buy Nigeria” to foreigners, if not hypocrisy? It is obvious that the militants will embarrass the government by kidnapping the foreign tourists, expatriates, or investors that are attracted. It was only during late Umaru Musa Yar‟Adua‟s administration that an amnesty deal was initiated to contain the ever-lingering problematic situation prevalent in the Niger Delta region.

The "rebranding Nigeria" project, which began on February 9, 2009 was initiated by the then Minster of Information and Communications, Professor Dora Akunyili, who was also appointed as the Chief image maker of Nigeria. This project was initiated to address the negative perception of Nigeria by the international community, to give Nigeria a new name and image as well as attract foreign investment. Daily Champion, September 3, (2009, p17) alludes to the issue of rebranding Nigeria project where it affirms that in recent times, nations are beginning to use branding and other marketing strategies to make themselves more attractive to potential investors and tourists. The report further stresses that rebranding Nigeria follows in the footsteps of "I love New York" campaign which was a boost to tourism, employment and wealth creation for the city. It also follows Uganda and their „Gifted by Nature‟ campaign; South Africa „Image programme‟ and Malawi‟s Heart of Africa‟ project. Similarly, a country like the United States of America has been branded as a successful nation by the successful products associated with it, such as Microsoft software, and being airplanes. Japan is also associated with quality products produced by global brands such as Sony, Toyota and Nissan.

RESEARCH METHOD

It is an established fact that there are numerous research methods available for researchers to adopt in their studies. These research methods include content analysis, survey, historical, descriptive etc. Among these various research methods available to researchers in conducting their researches, survey research method was employed and utilized in this study.

The rationale behind the adoption of this method is popular social researchers‟ averment. According to Ogbuoshi (2006, p.34) "survey research refers to the sampling of peoples opinion on an issue". This translates to mean that survey research method is well suited for circumstances where the researcher‟s interest is to find how many people in a particular population hold or possesses a particular attribute, opinion etc. This aligns with the broad objective of this study. Consequent on the above, the survey research method is adopted for this study.

Population

The population for this study comprises all the people of Rivers State. The total number of people in Rivers State is 5,198,716 (five million, one hundred and ninety eight thousand, seven hundred and sixteen), based on the 2006 census figures obtained from the National Population Commission in Port Harcourt, Rivers State capital.

Sample Size

The researcher adopted the Taro Yamane‟s statistical formula that is widely used by both social science .

and physical science researchers. To prove that the sample is a representative of the population, a critical parameter at an acceptable level which Tuckman described as a confidence level is normally put at a 95% level (.05). This means that both sample and population are distributed in the same way, and there is 5% error margin for them. In alignment with the above statements, the researcher adopted Taro Yamane''s statistical formula in the determination of the sample size from the population of Rivers State

Research Instruments

Research instrument has to do with various tools available for researchers to utilize in gathering data. Since the research method adopted for this work is the survey approach, the researcher deems it fit to use the questionnaire method of data collection as its research instrument. The rationale for this adoption is borne out of the researcher''s desire to obtain reliable and valid information and to ensure that the results obtained would conform to certain scientific principles such as systematic, objective and general reliability of information.

Method of Data Collection

Copies of the questionnaire were distributed to extract relevant information from the respondents. The questionnaire will be structured in such a manner that it properly captures and addresses all the specific objectives of this research. The research instruments (questionnaire) were objectively distributed to the randomly selected samples in each Local Government Council headquarters in Rivers state. The questionnaires were also distributed to the respondents individually by the researcher. They were collected back on the spot, as the researcher waited patiently for the respondents to fill the questionnaire as distributed. The essence is to reduce the mortality rate as much as possible. Data were arranged and coded for easy understanding.

Method of Data Analysis

The study hypothesis earlier formulated was tested using the data collected. Tabulation and simple percentages mathematical tool was also used in the presentation of data. Quantification in research permits the measurement of variables involved in a study. Therefore, chi-square statistical measure was used in testing the hypotheses. That is, to check the relationship or variance between the observed and expected frequencies.

Result Presentation Hypothesis One

Ho: The people of Rivers State have not been favourably disposed to the rebranding campaign of the Federal Government.

Hi: The people of Rivers State have been favourably disposed to the rebranding campaign of the Federal Government.

Table 4.2.3: Contingency table for Question 15

Response	MALE		FEMALE		Total
	fo	*(fe)*	*fo*	*(fe)*	
Not at all	131	-134	120	-11.7	251
Yes	25	-20.8	14	-18.2	39
Some how	16	-22.4	26	-19.6	42
Cant say	34	-28.8	20	-25.2	54
Total	**206**		**180**		**386**

$$Fe = \frac{TR \times TC}{GT}$$

$$R_1 \, C_1 = \frac{206 \times 251}{386} = 134 \qquad R_2 \, C_1 = \frac{180 \times 251}{386} = 11.7$$

$$R_1 \, C_2 = \frac{206 \times 39}{386} = 20.8 \qquad R_2 \, C_2 = \frac{180 \times 38}{386} = 18.2$$

$$R_1 \, C_3 = \frac{206 \times 42}{386} = 22.4 \qquad R_2 \, C_3 = \frac{180 \times 42}{386} = 19.6$$

$$R_1 \, C_4 = \frac{206 \times 54}{386} = 28.8 \qquad R_2 \, C_4 = \frac{180 \times 54}{386} = 25.2$$

Table 4.2.4: Computation for Hypothesis One Test

Fo	*Fe*	*fo - Fe*	$(fo - Fe)^2$	$\dfrac{(fo - fe)^2}{fe}$
131	134	-3	9	0.0672
25	20.8	4.2	17.64	0.8481
16	22.4	-6.4	40.96	1.8286
34	28.8	5.2	27.04	0.9388
120	117	3	9	0.0769
14	18.2	-4.2	17.64	0.9692
26	19.6	6.4	40.96	2.0898
20	25.2	-5.2	27.04	1.073
				7.8916

$X^2 = 7.8916$

Degree of Freedom (df) = (R – 1) (C – 1). On the contingency table 4.2.3, there are 4 rows and 2 columns. df therefore is (4 - 1) (2 - 1)

3x 1 = 3df

At 0.05 level of significance and 3 degree of freedom, the table value is 7.815

Test Result: The calculated value (7.8916) is less than the table value (7.815). Consequently, the research hypothesis (Hi) was rejected, while the null hypothesis was upheld.

It meant therefore that the people of Rivers State have not been favorably disposed to the rebranding campaign of the Federal Government.

Hypothesis Two

Ho: The people of Rivers State do not believe that government and the government have aligned themselves with the ideals of the rebranding project.

Hi: The people of Rivers State believe that government and the government have aligned themselves with the ideals of the rebranding project.

Table 4.2.5: Contingency Table

Response	MALE		FEMALE		Total
	fo	(fe)	fo	(fe)	
Yes	56	(57.6)	52	(50.4)	108
No	150	(148.4)	128	(129.6)	278
Total		206		180	386

$$Fe = \frac{TR \times TC}{GT}$$

$$R_1 \ C_1 = \frac{206 \times 108}{386} = 57.6 \qquad R_2 \ C_1 = \frac{180 \times 108}{386} = 50.4$$

$$R_1 \ C_2 = \frac{206 \times 278}{386} = 148.4 \qquad R_2 \ C_2 = \frac{180 \times 278}{386} = 129.6$$

Table 4.2.6: Computation for Hypothesis One Test

Fo	Fe	fo - fe	$(fo - fe)^2$	$\frac{(fo - fe)^2}{fe}$
56	58	-1.6	2.56	0.0444
150	148	1.6	2.56	0.0172
52	50	1.6	2.56	0.0508
128	130	-1.6	2.56	0.0197
				0.1321

$X^2 = 0.1321$

Degree of Freedom (Df) = (R–1) (C–1). On the contingency table 4.2.5, there are 4 rows and 2 columns. df therefore is (2 - 1) (2 - 1)

1 x 1 = 1df

At 0.5 level of significance and 1 degree of freedom, the table value is 3.841

Test Result:

Since the calculated value (0.1321) is less than the critical value (3.841), the null hypothesis was accepted, while the alternate hypothesis was rejected.

In trying to check the correction between the attitude of respondents and perception of the rebranding initiative, the spearman"s rank order correlation coefficient (R) was used in measuring the degree of

linear relationship between data presented on the likert scale item 29 and 30 of the questionnaire.

Scale	Item 29 (X)	Item 30(Y)	Rank for X	Rank for Y	Diff. for XY	D2
A	217	199	1	1	0	0
SA	84	94	2	2	0	0
D	21	24	5	4	1	1
SD	40	18	3	5	-2	4
U	24	51	4	3	1	1
N = 5						$\sum D^2 = 6$

Substituting the values into the formula

$$e = 1 - \frac{\sum D^2}{N(N^2 - I)}$$

$$e = 1 - \frac{6^2}{5(25-1)}$$

$$e = 1 - \frac{36}{5 \times 24}$$

$$e = 1 - \frac{36}{120}$$

$$e = 1 - 0.3 = 0.7$$

Based on the table of interpretation, the correlation coefficient varies between +1 to –1. Between 0.6 to 0.80 fall the correlation coefficient, which invariably means that the correlation coefficient between attitude of respondents and the perception of the rebranding is HIGH.

Both the chi-square and correlation coefficient test shows that the people of Rivers State do not believe that government and the governed have aligned themselves with the ideals of the rebranding project.

Discussion of the Findings

Data collected from question 15 as computed on table xv was used in testing the second hypothesis. Calculated value (7.8916) was equivalent to the critical value (7.815), hence, the acceptance of the null hypothesis. Test result shows that the people of Rivers State have not been favorably disposed to the rebranding campaigns. This is in agreement with the statement of Alabi (2009, p.28) where he held that "Dora got her image project wrong". The non-disposition of Rivers State people to the campaign may be supported by the words of Chido Nwakama, CEO, Blueflower Communications when he said "to rebrand Nigeria, we first need to identify the positive attributes or values that hold us thought insist that the "project was good but the implementation was largely the problem". It may have been the poor implementation that accounts for non-disposition of the people towards the rebranding project.

The null hypothesis three was equally accepted based on the calculated value (0.1321) being less than the critical value (3.841). Result shows that people perceive government and government not having

aligned themselves with the rebranding campaigns. Using data presented on tables xxiii, xxix and xxx, both chi-square and correlation coefficient test gave statistical support to the null hypothesis. The unwillingness of the government unwillingness to facilitate the rebranding campaign at various levels of government may have been responsible for Akunyili comment that Nigeria has had to grapple with inept leadership.

The leaders, she believes will not facilitate the rebranding initiative because, of their unwillingness to be rebranded. Also, the people have been unhappy with the rebranding initiative, hence their unwillingness to align themselves with the ideals of the rebranding. Research data as analysed aptly supports this finding.

CONCLUSION AND RECOMMENDATIONS

Against the popular belief of the rebranding campaigners that people have embraced the initiative, research data disproved this claim. That is, result shows that the people have not been favorably disposed to the rebranding initiative. Data presented lends credence to this finding.

Besides being indisposed to the rebranding initiative, the people have not aligned themselves with the ideals of the rebranding Nigeria campaigns. Data computed give statistical support to this finding. Research data also show that all the various tiers of government have not facilitated the rebranding initiative.

Despite the huge amount of monies spent on the rebranding initiative, research. Data shows that things have not improved significantly. That is, the negative attitude of the people has continued uninfluenced by the rebranding campaigns. This has been responsible for the deteriorating image of this country. Data presented give statistical support to this finding. This study reveals that there is high correlation between bad leadership and unwillingness of the people to change their attitude for a better society. Presentations of tables lend credence to this finding. The people believe that only good leadership can make any rebranding effort to succeed in Nigeria.

The rebranding Nigeria initiative "Nigeria-Good People, Great Nation" was perceived as a political gimmick. 90% of the respondents were in agreement with this. Research data shows that the rebranding initiative cannot induce the needed change of attitude.

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A Book Review: The Best Nazrul Works- An Anthology

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A B S T R A C T

Determination is the main source of innovation of the zenith which is replaced and designed for the future well-being to make the world. This is why poem is the melody of the tragedy of the human life. This melody is to be made up of rhythmic, dynamic, magic, fierce voice and denotes the elegy which is got up rising as bounce inspiration. There is an inspiration that is designed by composition with rhythmic world which is innovation the poetic world. The rebel poet Kazi Nazrul Islam of the versatile scholars was sprout of the music fist-action. He is a herald of the modern information and technological science in Bengal. This is a great knowledge saint and imaginative scientist and he is regarded as the new think tanker for the however thinking in science worlds a real scientist when he was escorted into jail prison, there he wrote a poem that was focused on opening the prison shop. He wanted to see the world on fisting up by own-self. It was the speech of the nineteenth hundred forty's century. There were no mobile phone, Fax, Telex, E-mail, Computer and Internet. These did not come out of discovering. But our national rebel poet had dreamt a dream that was the imaginative science which has e-poached and flourished in all over the world by storm. All over the world is fisted up by the own- handed of the poet. Now clicking the button is seen the global village. To see, to talk and to show the any events are to living show and to share the joys and sorrows within a few second. Well, the jail life of the poet did not communicate with other when there were no media to cope with pacing. This pain of the poet was fissured as determination. Today all aspects of the world are embodied by digitalization. He was born in Bengal and the subcontinent of India though he re-flourished his imaginative scientific theory. He was lagged-behind out of the science enrolling. This is the poem who is the founder of imaginative and informative science world in Bengal. My poem reviewing will be inspired and thought and more be considered that is proved that Kazi Nazrul Islam is the dreamer of the information technological scientific world in Bengal which is believed to me that is researched by the poem under the Best Nazrul works: An Anthology reviewing.

Key Words: Nazrul Srestho Rochona Samagro-Sankalita by Abdul Mannan Syed , Dhaka, Bangladesh: Abosor Publication , Reprinted-February, 2012 , ISBN:984-415-029-9 , Taka: 425.00 only , PP.676

REVIEWING

In introducing, the present world is full of terminating by the concept of global village. The human has conquered the unknown and unseen vast-sects with their quest intelligence. In U.S.A., John McCarty has at first introduced to the world of the artificial intelligence in 1956. In Canada, Marshall McLuhan has put up the global village to the world society in the titled of 'The Gutenberg Galaxy: The Making of Typographic Man' in 1962. Mr. McLuhan has identified the importance of electrical technology and

information which will be refigured swiftly in the titled of 'Understanding Media' in 1964. This horizontal flourished source has advanced such as: Communication , Employment , Education , Medicare , Research , Office , Housing , Trade-commerce , News , Entertainment , Social contact , The exchange of culture , Virtual reality , Robotics , Cryosurgery , Space exploration , Defense , Biometrics , Bioinformatics , Genetic engineering and Nanotechnology. This global village is connected with Radio, Television, Satellite, Computer, Internet, Telephone and Mobile phone. Our beloved earth is looking forward with digit in fist by clicking the fingers. This theory has been at set out innovated by writing the famous Bengali rebel poet, Kazi Nazrul Islam. He has brought up and dreamt in focusing on that concept in 1940s.

Poet and scientist are the same in the perspective of the annals of the human civilization. This paper seeks the pioneer of the digital world in Bengal. This book contents have been divided into eleven sections and the total pages are in number of 676. The first sector contains 100 poems and its page is from 1 to 198. The second sector contains 186 songs and these pages are from 199 to 300. The third sector is of short stories and there has seven stories which pages are from 301 to 366. The four sectors have one novel and its pages are from 367 to 440. The five sectors have 22 articles and its pages are from 441 to 490. The six sectors are translated works and it has 15 translations and its pages are from 491 to 528. The seven sectors are of childish works and its pages are from 529 to 594. It has 8 poems, 5 speeches, and few letters. The ten sectors are known as the non-book of Nazrul and its pages are from 595 to 620. It has 3 poems, 17 songs, 1 story, 1 novel, 1 article, 1 introduction, 1 letter and 1 praying song. The last phase of this book is about appendix. It has six chapters such as: Biography, Bibliography, Contemporary interaction, Nazrul-wise-bibliography, prose and poem. Its pages are from 621 to 676. As a great fine this book under reviewing for interesting part is to study 'Sankalpa or Determination'. Its page number is 534. This poem is our dissertated matter which will focus on the fares future life style and caravan in which all parts of life-based science will be reshaped and digitalized by the help of world information technology. This is their main study as the greatest imaginative scientist Bengali Nazrul. The rebel poet and episode scientist, Kazi Nazrul Islam is the Byron of the Bengali literature of the sub-continent of India in tracking area of Bengal. This is the father who has produced this world famous million solar years mortals and imagining scientist. The science world does not know that the thinker, poverty, sorrows, sobs and sniffles did becoming a great. He was a pen-warrior against unjust and oppressor. He shouted a fierce voice against the English. His works: "India is my mother, leave and goes away this country. If you do not go away, he must break out from this country by striking with first and breaking with bone." The British orders imprisoned him. This captive brought an unending suffering and sequences. When he set free from prison, he was attacked with the un-curable diseases with brain, it is to be live. But it's what happened and there where none who pointed out of his diseases causing.

But it is clear that captivates, starvation ill-sleeping and un-bearable torturing had brought about in his long urn which was incredible. His poem reviewing will be proved that the rebel poet Kazi Nazrul Islam is not only a great poet but also the greatest million solar years mortals-and informative technological thinker. Today the people of the whole world are seeing the world their own fisting up. The poet Kazi Nazrul Islam saw the world by his poem "Determination or Sangkalpa."As a poem reviewer, he can explain and explore his famous inventing with the sources of the science, he concludes his life caravan with a nut shell by his reviewing manuscript. In fine this Nazrul is rarely born proud of Bengal. Kazi Nazrul Islam is a real comet in the field of Bengali literature. His poem and literature have hangged door or lid by irresistible, turbidity the tidal surge, very highly and up-roaring tide. There is a neo and neo lessened and informative age how is scientist.

This great man came of the yore Jessore, which is at his father name is Kazi Fakir Ahmed and mother name is Jaheda Khatun , Churulia, Jamuria , Amuria , Asnasol Subdivision, Bardwan district in west Bengal on 24th May in 1899. Sreekumar Bandaya Padhaya says: Nazrul Islam (1899) is also alive but the age of poetic time has finished away." He joined into the army as a soldier in 1917. He was a struggle warrior against unjust and social unjust as like mentality of not compromising with the opposite party, who is a real uncompromising attitude of poem and scientist. There acted litigation or a case study against him by the English.

He was imprisoned in the Hoogil Jail in 1923. He sentenced him as a year by the act of 124 sections on 16 January in 1923. He was sent into Alipoor district Jail and few days after he was referred into the Baharampur district Jail. At last, he was set free from the Jail on 15 December in 1923. In the near time, he victimized as the brain disease which was known to all in 1923. There was established "The Nazrul Niramoi Samitee" in 1952. The doctors of Europe were failed to cure or treat him from the disease. Bengal friend, Sheikh Mujibur Rahman took away or brought Nazrul Islam to Dhaka in 1974 and he declared him as the national poet of Bangladesh. The world famous poet was died on 29th August in 1976 in Dhaka. His dead body was buried in the central mosque of the University of Dhaka. In the context of the captive condition he wrote the poem" Sangkalpa" or determination which is really to exposed him as the fancier poet that is fleet the conquest winning in the twenty first century. He stated captivates in his poem as determination. Its mood and language has worked as the source of imaginative science. There is bashfulness, a kisses and few drops of tearing which are to create a mad-look.

The world is to turn up-and will tear up the sky moon-star-land in the earth. Emotion will not be erased. The poet will be figured into cycle of time and will do dancing with a great joy. The poem was curable scientific source and the future action of source. These are two types of thinking which have replaced

into the theory of the imaginative science. The poem under reviewing is to try the real fact and thinking tank which is proved in my researching a brief that are given bellow. The book under reviewing will explain with stanza-wise-discussion. This is the poem which contains about three dozen of lines. The page number is 534. It has eight stanzas. It has eight full-stops. The poem has two verbal actions such as: a) Present action and b) Past action. Besides, it has two lessons divisions. From first line to ten lines is "first lesson division." From eleven to last lines is "second lesson division. First division is "curable and evaluation" and second division is estimated and mentioned the verbal action which is observed and evaluated by reflecting of the results of the poem. This poem has about one hundred seventy words. There is a sign of interrogative sentence.

Transliteration: Thakbo Nako Badho Ghore Dekhbo Ebar Jagattakey, Kemon

Kore Ghoorsey Manush Jugantarer Ghoornipakey.

Translation: Never stay shutting down home to the universe to see

How move men to orbit from age to age.

The poem under review these two lines contain 13 words. Here the poet has been declared as the rebel poet. He will not stay the closing home. He will see the universe as much as his mind wants something. The human has been researching away his invention and creation correspondingly. Tearing all bindings he has rebuilt up the friendship with the age and this is stated in this stanza.

Transliteration: Desh Hatly Desh Deshantraey

Chhustsey Taara Kemon Korey.

Kisher Neshai Kemon Korey Morchey Je Bir Lakhey Lakhey

Kisher Ashai Korsey Taara Baron Moron Jantronakey.

Translation: From Country to Country

How to move, they try

What's the will, how to die Millions to Millions heroes

What's the hope tolerating, they accept cordially to die and sufferings.

These lines under reviewing are of twenty four words. The poem under reviewing that the poet has dreamt a dream, in all places of the world where and what is happening and will happen as he has counted his source. The numerous countries of the world are advancing to innovate and co-ovate the science world. To win county and to win the natural power, it is losing the hundreds and million heroic lives. The poet, who is en- caged up, is a prisoner. As a reviewer he has to say that the poet is to try to country to country and is to conquer for the invention of the universe.

Transliteration: Kemon Korey Bir Doobiri Sindi Sechey Mukta Aney

     Kemon Korey Dush-Shahashee Chhutsey Urey Shawrga Paney.

Translation: How to irrigate the sea to bring Diamond

    How move away as the valiant air to the sky-land.

These two lines under review have 15 words. The replacing notes weight on the poet has stated that he will irrigate ocean by the imaginative science. He will get rid of by irrigating the Ocean. They will have to get rid of by irrigating the Ocean. The unsinkable Titanic had decayed by the ice-berg in 1912, and the damaged relics of it have tried to pick up from the bottom of the ocean. The lines water-way and water military science has been developed in mammoth that is focused on.

Transliteration: Japtey Dharey Dhhewer Jhooty

    Juddhay Jahaj Chalchey Chhootey,

    Kemon Kore Ansey Manik Bojhai Korey Sindhu-Jaaney,

    Kemon Kore Tanley Sagor Uthley Othey Joar Baney.

Translation: How to grapple the float of

    wave To more frigate away at the glance,

    How to bring ruby-emerald to fill up the ship of the sea,

    How to silt up by holding in floated of the tide.

These lines under review have remade the new imaginative invention. The poet will catch as wreath with the waves. It means that it will keep up binding by un-justice. The war ship will to advance a-heading to reach the main destination. There no bounds which can protect the will of the poet. This will be the imaginative poet. All things must come into be controlled and the men and women. These are stated in these lines of the poem.

Transliteration: Kemon Korey Mathley Pathor Laxmi Othey Patal Foorey

    Kisher Ahbijane Maunsh Chalchhey Himalayer Choorey.

Translation: How to mould stone, laxmi-arise up to fault the ground What's

    the invasion men move to the peak of the mountain?

This stanza under review has fourteen words. As a reviewer he can say that the poet cut away cutting stone to be curved with ethnicity that will intoxicate or stimulate to make the wonder's of seven. The poet has a question why they have arrested him as un-justice. The poet wants to know and un-known, invisible and to know the highest mountain by wheel. This is the elegy of melody of the poet.

Transliteration: Tooheen Meroo Par Haye Jaai Sandhaneera Kisher Ashaai?

Hawai Charey Chaai Jetey Ke Chandraloker Achinpoorey

Shoonbo Ami Enggit Kon Mongol Hotey Ashchhey Urey.

Translation: To be crossed away the hoe-frost

What's the desire of the lookers?

Who wants to go by riding up air to the land of the moon as unknown place.

Listen to me on to inspire from Mars coming to flying free.

These lines under review has 23 words which are expressed itself the fancied land full of good things which is the imagining speech of an un-identified land. The men have invented the north polar and the south polar. The vehicles of making in Iron are flying in the air. The wind is giving reaching within a few second to another part of the world.

The riding of Air has perched into the entire world by storm. After writing this poem, the men had stepped footprint on the land of moon to planet to another planet. As a reviewer he can be considered him as an imagining scientist to Kazi Nazrul Islam. Sorrow, sob, sniffle and captivates have to try to break up chaining with his imagining scientific world that he is own-self diving into the informative science world that has been come true. He thought about the present global digital world in nineteen hundred and forty cents. To-day is gained and that is flagged of digital world which is flowing and flowing by starling.

Transliteration: Raibo Nako Baddha Khanchai, Dekhbo Sab Bhooban Ghoorey,

Akas-Batash Chandra-Taarai-Sagar Jaley Paher Choorey.

Translation: Never stay closing prisons, See the world by moving set free,

Sky-Air moon and at stars, the peak of the water hill track-area

The two lines under review have contained the sixteen words. Here the poet does not want to stay to the closing cage. He wants to see moving away to the world. He will be gone away to the air, windy day, moon, ocean, land, hill track and the peak of the mountain. There will not be captivated. He wants to go conqueror as "Vini, Vidi and Vici." He does not want to sit in the darkness world. He always wants to search the plain truth and to create the new creating and innovating in the main of Science fiction.

Transliteration: Amar Shimar Badhan Tootey

Daash Dekatey Parbo Lootey

Patal Ferey Nambo Ami, Uthbo

Abar Akash Foorey, Bishaw Jagat Dekhbo

Ami, Apan Hater Moothoy Poorey.

Translation: To Cult of on my limitation

To fall into the ten sides as down-nation,

To get on chopping ground,

to rise up to open sky.

To see the universe, my own-fleeting fustigation

This stanza under review has 24 words. Here the poet wants to tear the limitation of the boundary and he has to do working own-self for all sections. He gets down opening the ground and he win discover where there is happening. Flying to the sky he will see the moon, the stars, the black holes, the comets and the galaxy ways. As a result, he wants to see the whole world by his own fist-suds. Staying into house, he will see and know all news and affairs of the universe. The world will be the global village.

Under the book reviewing in summing up, as a reviewer he can mention that Nazrul is a herald for the insomnia of the digital world. The poem under review we can compare to 1940 to the present century. The poet and the scientist have pointed out the same lines and same sources. The poem and the scientist want to engage working for the philanthropic aspect do well-being. The poet invents poem, retrospect, knowing the mental anguish, dormant in the heart, magic and art. This poem can be proved as the present Computer, Internet, Mobile-phone, Telex, Fax and Information Technology. The present age is based with information technology which is re-flourished by world- widewith the greatest blowing storm that is innovated. This type of invention was not past in the especially in 1940 but to-day the dream of the poet is to have a hand and to clench own-self by seeing the world. This age is digitalized with for all activities.

It is easy to know by clicking and to see the world by browsing by clenching hand with a mouse. This has been successive by the dream of Kazi Nazrul Islsm. It is called him as an imagining poet and scientist. As a reviewer, he can say that the dream of the poet has exposed and imposed the theory of the scientific fiction. Struggling men of the world are advancing ahead to win and to innovate the zenith of theory by the intoxication of dead. He wanted to cross the border and to open the ground of the universe. The more difficulties create, the more all articles of the science develop. To dive bottom of ocean he wants to see opening the world. The men have discovered the moon, the mars, the planets, space and new alien. All things by airing and by clenching hand men usually have invented away the universe. The scholars are thinking that the imagining speech of the science has really discovered the world.

Our review research has proved that his poem has really created a new theory that it has become the

greatest imaginative scientist. The sorrow, the hard, the sobs, the pain, the un-tolerable pain and the poverty of the poet do not erase and will never delete. His pain has been successful to discover the new zenith-cal prospect of thinking. As researcher and a reviewer, he can say that Kazi Nazrul Islam is a Modern, imaginative and a poet of science. As a modern scientist and a pioneer of the science, his poem determined may be discussed and analyzed, by world wide that all people will know the gist of this poem and he is thanking to the almighty of ALLAH and the poem of Kazi Nazrul Islam. He will be used as the source of modern imagining technology. As a reviewer, he can mention that the book is to preach in globally. Researchers, readers, disciples and latest finders will get a novel theory to study the scientific methods.

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