



International Journal of Economic Research

ISSN : 0972-9380

available at <http://www.serialsjournals.com>

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Volume 14 • Number 15 (Part 4) • 2017

Relationship Between Entrepreneur Competencies and Quality of Life Among Fisherman

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ABSTRACT

The study intends to examine the link between entrepreneurial competences and quality of life; studies have used the interview to 385 respondents in the Setiu district. The study reported a significant relationship between entrepreneurial competence and quality of life. An assessment of the impact of development should not be limited to economic considerations alone but should also encompass aspects that better reflect changes in the quality of life. The introduction of entrepreneurship courses may be interest among fisherman. In fact, they can diversify products based on existing aquaculture products.

Keywords: Entrepreneurship, Quality of Life, Relationship, Entrepreneur Competencies.

1. INTRODUCTION

Terengganu is one of the major contributors of fishery products in Malaysia. Most of the people in Setiu district worked as fishermen who doing a fisheries activity in coastal areas. The development of this fishery activity had contributes to the economic activity of the population by providing jobs as fishermen, shipbuilders, cracker industries, fishing nets and downstream industry based fisheries activities. Economically, for example, coastal areas have contributed to the production of fishery products not only as a source of food, protein and nutrients, but also generate employment opportunities for fishermen especially supply chains in the fisheries sector for local communities. The importance of coastal area zone can be seen based on the diversity of functions and the ecosystem services offered and their contribution to the economic, social and cultural activities of the local community.

The sources of fisheries can give good benefit and impact for the quality of life on community of Setiu. In addition to improving their living standards, community participation in entrepreneurship fishermen are able to develop the economic potential existing. Community engagement is directly able to determine the direction of development of the communities in these areas. Entrepreneur community not only plays a role in stimulating entrepreneurial environment but also the other members of the community. Johannisson & Nilsson (1989) said there was a need to 'entrepreneurial community' to adopt the available resources for local development. Elements of entrepreneurship in the fishermen can be seen in two categories: human capital and social dimensions. For human capital involves the interests, skills and experience, while social capital is the government, family and friends (Othman, 2016). Nataraajan & Angur (2014) elements Knowledge Economy Index (KEI) and Global Entrepreneurship Index (GEI) give good affect the quality of life. Entrepreneurship is seen as one of the mechanisms to promote development of community in Setiu.

2. LITERATURE REVIEWS

Quality Of Life

Pigou (1929) is the first scientist explains the meaning of 'quality of life' which is linked to the economy and welfare. Quality of life is used as a measurement of economic development. Indicators for measuring quality of life include: economic growth, earnings growth, the absence of poverty and unemployment, decent housing, health and life expectancy, educated population, high levels of cultural participation and low rate of crime, equity in social opportunities and the absence of political corruption (The World Bank (2014). Good status of literacy skills tend to increase economic growth and provide job vacancies. According to Ojedokun (2008), literate person must able to formulate questions based on information needs, develop successful search strategies, and organize information for practical application. To get the job, the ability to locate, understand and use the information to solve the problems is important (Goad, 2002; Klusek and Bornstein, 2006).

Entrepreneurship Competencies

To be an entrepreneur, as such characteristic entrepreneurship competencies are sees and acts on opportunities, persistence, concern for high quality of work and information seeking need to be applied. According to Robles and Rodriguez (2015), their finding stated that higher education institution could improve their education processes to enhance the development of certain specific competencies using the Delphi method. When identifying which competencies are considered important for entrepreneurs in a variety of sectors, taking risks is very important part of the life and success of an entrepreneur even they must facing failures (Estay, Durrieu, & Akhter, 2013; Latham, 2009; Makhbul, 2011; Wagener et. al., 2010). But for successful entrepreneurs will seek to reduce risks when planning for the future. Successful entrepreneurs score high in self-knowledge enabling them to identify their weaknesses and prioritize which aspects they need to work on by themselves (Hayward, Forster, Sarasvathy, & Fredrickson, 2010).

Entrepreneurship

According Morrison (2006) states that entrepreneurship is derived from their intuition, society and culture. Basic entrepreneurship refers to application of process social innovation, willingness to accept the risk, and orientation to change social and economic. The lower income is preventing to change a better quality

of life; there a lot of fishermen try to find side income to increase their income. Involvement in non agriculture activities should be continued to provide many jobs to community. Bjornsen & Mishra (2012) and Ogbanje et. al., (2015) stated income from other non agriculture activities can support their household income especially to poor families in developing country.

Entrepreneurship with Quality of Life

The role of entrepreneurship in economic development rather than simply increasing the rate of per capita production and income, but it also involves changes to the structure of business and society. Entrepreneurship through the reform process to create a new investment in the business world, where it will promote economic development, creates new jobs and reduces unemployment. Haugh & Pardy (1999) community group describes itself that plays a role in the implementation of economic and social regeneration of communities affected. They also describe the community as an individual entrepreneur who started a joint venture with its commitment to meeting the objectives of the community. Austin et. al., (2006) explains the entrepreneur should be shaping the community's entrepreneurial activities towards the exploration and exploitation of the social opportunities through the use of existing resources as a key element of this process. A nation's productivity and competitiveness are now directed toward a knowledge-based economy which is driven by turbulent changes in the business environment (Kim, 2002). Entrepreneurship also influences other systems in the society, QOL of people and all other kinds of environments – physical, social, cultural and so on (Samli, 2008). A nation's productivity and competitiveness are now directed toward a knowledge-based economy which is driven by turbulent changes in the business environment (Kim, 2002).

3. PROBLEM STATEMENT

The issue of Malay involvement in the country's economy is often discussed and adopted as the main agenda in national development plans. Various policies and strategies are formulated to ensure that Malays are not left behind in the current development of the country, especially in the business sector. In Malaysia, there are many national treasures that can be used to do business especially in the agricultural sector. It can improve the living standards of the locals. In addition, in line with current government policies that emphasizes the importance of the agricultural sector as a driving force in the country's economic development in line with the industrial sector and the services sector. One of the key sub-sectors in the agricultural sector is the fisheries sector.

There are problems faced by fishermen such as living in poverty and climate change. First problem they faced as they are those who are in poverty groups and some of them are likely to be in hard-core poverty groups. The majority of fishermen's families has a low living standard and do not have enough income to support the family. The authority parties especially the state government and agency parties have to come out with the strategies to increase the income of fishermen's family households in the future. Another problem they faced as the big risk for fishermen is climate change. When the north-eastern monsoon arrives, the boat rental service must be temporarily suspended due to extreme winds and waves, while fishermen want to go down to the sea to catch fish had to be delayed during the same period. Furthermore, they often face problems where sales are lower than the cost of fishing activities. With the entrepreneurship being able to identify existing work activities and future potentials that can be strengthened to improve the quality of a more prosperous and sustainable quality of life in the long run.

4. RESEARCH OBJECTIVE

Entrepreneur activities can provide social, environmental and economic benefits to the local communities (Sean et. al., 2017). Therefore, to improving their quality of life, the community of Setiu should give participation in entrepreneurship activities that are able to develop the economic potential existing in their areas. As the entrepreneurs, they can contribute to an economy in a number of ways such as they establish new ventures, increasing the amount of economic activity, and create employment opportunity for community (Zelimir & Rod, 2007). Entrepreneurship is a key mechanism to promote economic development, especially in areas where entrepreneurial activity was enthusiastic and now left behind but also as a good solution because it provides ways to boost goes, create jobs and boost growth per capita income (Sorin et. al., 2014). Other than that, previous studies found that entrepreneurship has been acclaimed to play a significant role in the economic growth of countries (Sheriff & Muffatto, page 21, 2016). So, with entrepreneurship process can help to give new direction and better living standards for the community of Setiu. This is because in the Setiu District area has a high potential resources which is in tourism sector, fisheries sector and agricultural sector that can give good benefit and improve their quality of life. Thus, this study is to identify the relationship between entrepreneurial competence and quality of life among fishermen in Setiu.

5. METHODOLOGY

The fieldwork was conducted in the location of Setiu district in the state of Terengganu. The study was applied both quantitative and qualitative methods which did directly interview and survey questionnaires with fisherman in Setiu District to collect data. According to Creswell (2008), research design can be seen variety of purposes, such as exploratory research or descriptive research. As this study focuses on investigation of social phenomenon or behaviour among fisherman. A descriptive and inferential research becomes as the approach to provide detail about situation and social relationship. The respondents were selected by using convenience sample method. A total of 385 questionnaires were distributed to fisherman in Setiu District. Thus, all measuring scales were measured by five point Likert scales ranging from 1 to 5. The reason behind using 5-point Likert scale by “Strongly Disagree”/“Strongly Agree” is to ensure consistency and provide flexible for respondents to answering the questionnaire. All interviews were tape-recorded and transcribed thereafter.

6. KEY RESULTS

Measurement Model

Before carrying out further analysis, validity and reliability were assessed first in the measurement model. For validity analysis, it is to measure of the degree of validity of a research instrument. Convergent and discriminant validity (Camines and Zeller, 1979) was met as every construct recorded an average variance extracted value ranged from 0.439 to 0.800. So, each item has value ranged more than 0.35 which means all of item in questionnaire is considered as valid and very beneficial for this study.

For reliability analysis, it is done to confirm the internal consistency of all measured items in the questionnaire and measured through Cronbach’s Alpha. It is used to test internal consistency and reliability of questionnaires where the closer the value of Alpha to 1.0, the better the items used in the questionnaire (Kim et. al., 2013). In other words, it is to see whether the items that make up a scale are all measuring

the same underlying construct. To check whether or not the items are measuring the same underlying construct, by referring to the Cronbach's alpha coefficient scale, the commonly accepted alpha is 0.6 and above. According to the reliability test, all the scale has a Cronbach's alpha coefficient of above 0.6. All the variables constructed are acceptable with the alpha coefficient is higher than 0.60 ($\alpha > .60$). High Cronbach's Alpha values suggest that constructs are internally consistent. This indicates that the items in each scale are all measuring the same underlying construct and have high internal consistency.

Table 1
Cronbach's Alpha Coefficients of variables in the model

| <i>Variables</i> | α | <i>Type</i> |
|---------------------------|----------|------------------|
| Competencies Entrepreneur | 0.85 | Good reliability |
| Quality of Life | 0.84 | Good reliability |

According to the reliability test, all the scale has a Cronbach's alpha coefficient of above 0.6. All the variables constructed are acceptable with the alpha coefficient is higher than 0.60 ($\alpha > .60$). High Cronbach's Alpha values suggest that constructs are internally consistent. This indicates that the items in each scale are all measuring the same underlying construct and have high internal consistency. Since all the Cronbach's alphas are higher than 0.60, it can be concluded that the measures used in the present study are reliable (Hair, Black, Babin, & Anderson, 2009).

Sample Characteristics

The total of number the respondent's responses in this study is the representative of those fisherman in Setiu. Overall the respondents in this study are 385 respondents. Respondents from Kg. Merang (21%) shows the highest percentage followed by Kg. Gong Batu (19.7%). A descriptive analyses on the respondent responses was first conducted in order to determine the actual number of respondent.

Based on Table 2, the result shows that 54.8% of respondents were consist sub-district Pantai followed by 25.2% from Merang, 19.7% is from Chalok is and Guntong 0.3%. Respondents from sub-district Pantai were consist of Kg. Gong Batu, Mangkuk, Fikri, Pengkalan Gelap, Saujana and Kuala Setiu. Kg. Merang, Pantai Merang and Baru Merang. Kg. Rhu is a village located within the sub-district of Merang. While, sub-district of Chalok, the villages were involved are Rhu Sepuluh, Baru penarik, and penarik. Kg. Guntong is in the Guntong sub-district. The highest distribution of respondents, the highest number of respondents were from Merang village which was 84 people. Hence, Kg. Gong Batu, Mangkuk, Rhu Sepuluh and Fikri were 76, 70, 51 and 41 respondents respectively.

Based on Table 3 showed the characteristics of the respondents according their demographic profile. A large portion of the respondents were from male with 95.1% and the rest female making 4.9%. The highest range age that was responded to this study which from 49 years old and above (40.0%) and then followed by age group from 39 until 48 years old (22.9%). Most of the respondents were employed as fisherman (73.8%) and then followed by the respondents were employed as fish breeders (10.6%). The highest group of income is from respondent have income below than RM1,000 (63.9%). Most of them are likely to be in hard-core poor groups. While, most of the fisherman's families live below the definition of the B40 poverty level, which is a household income of less than RM1,000 a month (59.2%). From table 2, it is clear that 99 out of 100 respondents are living below the poverty line (B40).

Table 2
The number of samples and respondents replied

| <i>Villages in Setiu District</i> | <i>Frequency</i> | <i>Percentage (%)</i> |
|-----------------------------------|------------------|-----------------------|
| Kg. Gong Batu | 76 | 19.7 |
| Kg. Fikri | 41 | 10.6 |
| Kg. Kuala Setiu | 6 | 1.6 |
| Kg. Saujana | 8 | 2.1 |
| Kg. Pengkalan Gelap | 10 | 2.6 |
| Kg. Rhu Sepuluh | 51 | 13.2 |
| Kg. Guntong Dalam | 1 | 0.3 |
| Kg. Mangkuk | 70 | 18.2 |
| Kg. Penarik | 7 | 1.8 |
| Kg. Baru Penarik | 18 | 4.7 |
| Kg. Merang | 84 | 21.8 |
| Kg. Baru Merang | 4 | 1.0 |
| Kg. Rhu Tapai | 4 | 1.0 |
| Kg. Pantai Merang | 5 | 1.3 |
| Total | 385 | 100.0 |

Table 3
Respondent's Demographic Profile

| <i>Demographic</i> | <i>Category</i> | <i>Frequency</i> | <i>Percent (%)</i> |
|--------------------|---------------------|------------------|--------------------|
| Gender | Male | 366 | 95.1 |
| | Female | 19 | 4.9 |
| Age | < 18 years old | 9 | 2.3 |
| | 19 – 28 years old | 61 | 15.8 |
| | 29 – 38 years old | 73 | 19.0 |
| | 39 – 48 years old | 88 | 22.9 |
| | > 49 years old | 154 | 40.0 |
| Education | Not going to school | 22 | 5.7 |
| | Primary School | 168 | 43.6 |
| | Secondary School | 181 | 47.0 |
| | Diploma | 14 | 3.6 |
| Employment Status | Fisherman | 284 | 73.8 |
| | Fish Breeders | 41 | 10.6 |
| | Others | 60 | 15.6 |
| Income | < RM1000 | 246 | 63.9 |
| | RM1001-RM2000 | 103 | 26.8 |
| | RM2001-RM3000 | 19 | 4.9 |
| | RM3001-RM4000 | 10 | 2.6 |
| | > RM4001 | 7 | 1.8 |

(Contd...)

| <i>Demographic</i> | <i>Category</i> | <i>Frequency</i> | <i>Percent (%)</i> |
|--------------------|-----------------|------------------|--------------------|
| Household Income | < RM1000 | 228 | 59.2 |
| | RM1001-RM2000 | 78 | 20.3 |
| | RM2001-RM3000 | 38 | 9.8 |
| | RM3001-RM4000 | 16 | 4.2 |
| | > RM4001 | 25 | 6.5 |
| TOTAL | | 385 | 100.0 |

Descriptive Analysis

This study discusses the findings of the competencies entrepreneur and quality of life. Based on Table 4, the characteristic of entrepreneur competencies shows the highest mean is responsibilities for all action has been taken (4.18) and have good communication with the other party (4.09). In addition, it is quite strong level in order to find their ability and high motivation to develop entrepreneurship in fisheries sector.

Based on Table 5, the finding shows that majority of respondent agreed that their expenses increase and current job does not give effected to their health (4.03). In addition, they are satisfied with the social situation and home condition too (4.05). But, half of them not satisfied that income is sufficient to spent their monthly expenses and do not have enough saving to support the family (4.20). It's proven that the fishermen's community in Setiu have found a low level of source of income and quality of life. For overall, it's indicated that all of items reported higher mean which is 3.00 and above respectively showing that overall respondents agreed and understand towards the statements given.

Table 4
Competencies Entrepreneur

| <i>Characteristics</i> | <i>Mean</i> |
|---|-------------|
| I'm always looking for new opportunities for the fishing industry | 4.05 |
| I have distinct advantages than others | 3.84 |
| I am interested to be entrepreneurs | 3.91 |
| I have good communication with the other party | 4.09 |
| I am responsible for all action has been taken | 4.18 |
| I have a high motivation to develop the fisheries sector | 3.96 |
| I personally will solve the problem without relying on others | 4.01 |

Correlation

Correlation is a bivariate analysis that measures the strengths of association between two variables. In statistics, the value of the correlation coefficient varies between +1 and -1. When the value of the correlation coefficient lies around ± 1 , then it is said to be a perfect degree of association between the two variables. As the correlation coefficient value goes towards 0, the relationship between the two variables will be weaker. Usually, in this research used Pearson Correlation in order to investigate the relationship between entrepreneur competencies and quality of life. Based on Table 6, there was a positive relationship between entrepreneur competencies and quality of life ($r = 0.486$) with significant at 0.000. The willingness to change the mindset is very important will help to increase quality of life. An interesting finding show the

level entrepreneurship is satisfactory. The age factor may be the contributing factors to high motivation to succeed.

Table 5
Quality of Life

| <i>Characteristics</i> | <i>Mean</i> |
|--|-------------|
| My monthly income is sufficient | 3.12 |
| My monthly expenses increase | 4.20 |
| I have good own transport | 3.75 |
| I have enough savings for family | 3.00 |
| Jobs has not affected my health | 4.03 |
| I am satisfied with my quality of life | 3.91 |
| I am satisfied with the my social situation | 4.05 |
| I am satisfied with personal safety in my community | 3.98 |
| I am satisfied with my child's education | 3.84 |
| I am satisfied with my home condition (living room, toilet, kitchen, electric, water supply and etc) | 4.02 |

Table 6
Correlation between Entrepreneur Competencies and Quality of Life

| | | <i>Quality of Life</i> | <i>Entrepreneur Competencies</i> |
|---------------------------|---------------------|------------------------|----------------------------------|
| Entrepreneur Competencies | Pearson Correlation | .486** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 385 | 385 |

**Correlation is significant at the 0.01 level (2-tailed).

7. CONCLUSIONS

The field of entrepreneurship brings out leadership qualities in their self by offered training opportunities to hone their skills. Policymakers should look into effective ways to ensure national economic development based on knowledge of technology. Entrepreneurs need to know utilize of technologies to face financial challenges in business competition. Hence, entrepreneurs need to form the industry network to sustain the entrepreneurial development. This is an encouragement for participants to change for the better. Each activity has been prepared for the participants to deal with the real environment. Strengthening the entrepreneur competencies among fishermen can also help to shape social values. The research group has also implemented several networking sessions with relevant agencies for the purpose of ensuring continuity and sustainability quality of life, particularly in the management and use of the services provided to fisherman community. Regardless of the level of development, entrepreneurship aids the innovation and growth of a nation. It also stimulates the changes in business and society in addition to increasing the per capita output and income.

8. DIRECTIONS FOR FURTHER INVESTIGATION

This study has provided new insights into understanding of the impacts of factors on the fisherman's entrepreneurial intention. Focusing on community of fisherman, they should take initiative to involve in

entrepreneurship for their future. The collaboration between government, universities and agency that involved should take an action and give more support the community to eradicate poverty and give them new opportunities to increase their living standard. This research has important implications to educators and policy makers in the planning and developing a variety of activities that raise attitudes which will positively enhancing entrepreneurial intention among fisherman. Besides that, this research also stressed the importance of community in Setiu in influencing the intention to be entrepreneur. The government can establish positive policies to encourage people to involve in entrepreneurship activities. Thus, policy makers can influence the community to expand their experience into entrepreneurship activities and encourage more of the young adult to choose to be entrepreneur. These findings may be helpful for government especially in designing policies to developing programs to encourage and empower future entrepreneurs for self-employment.

Acknowledgement

The authors wish to express their gratitude to Ministry of higher education in financing the Translational Research Grants. The authors would like to thank to University Malaysia Terengganu and Centre of Knowledge Transfer and Industry Networks for their support and collaboration to involve and encourage the development of fisherman community in Terengganu.

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