

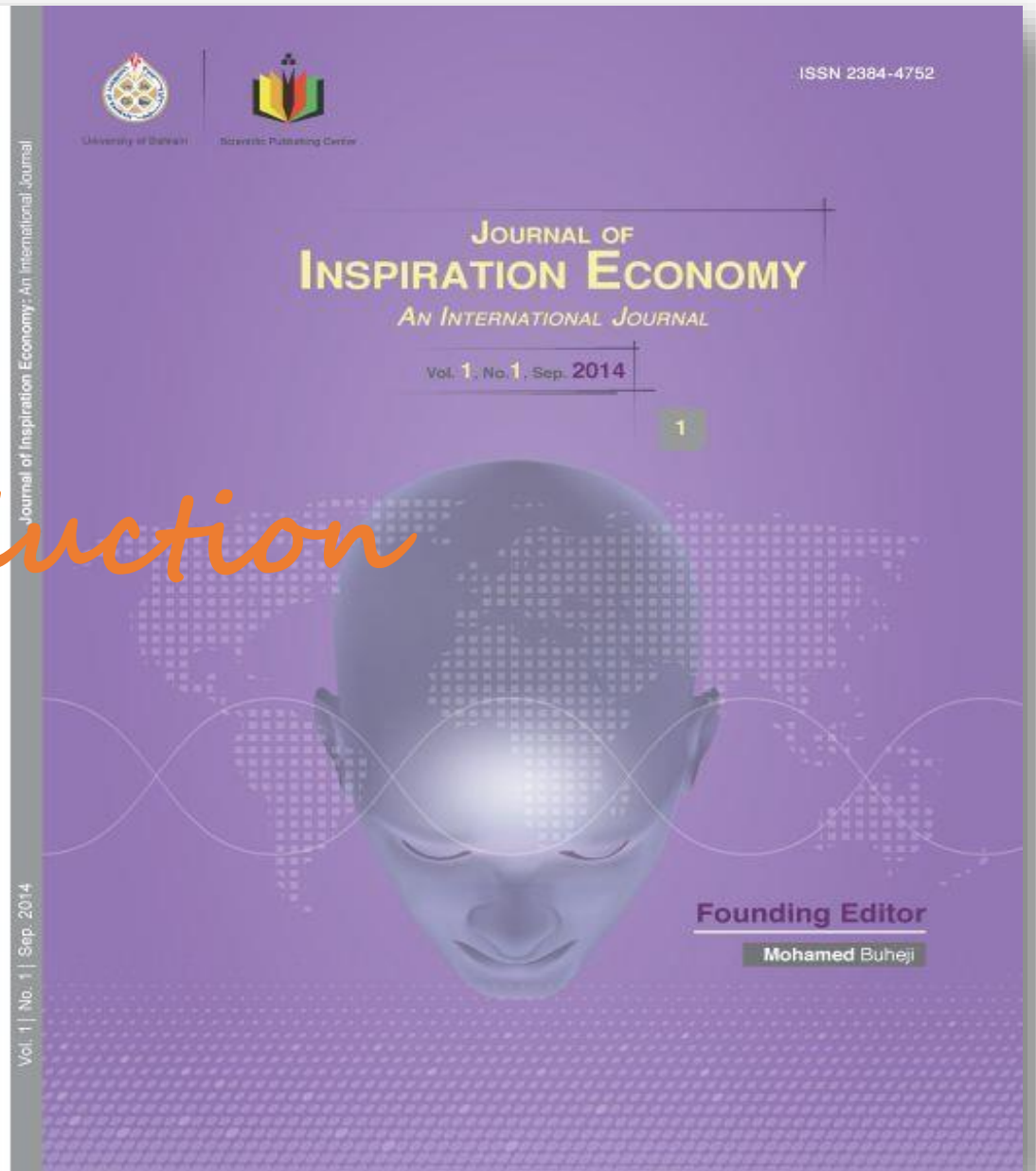


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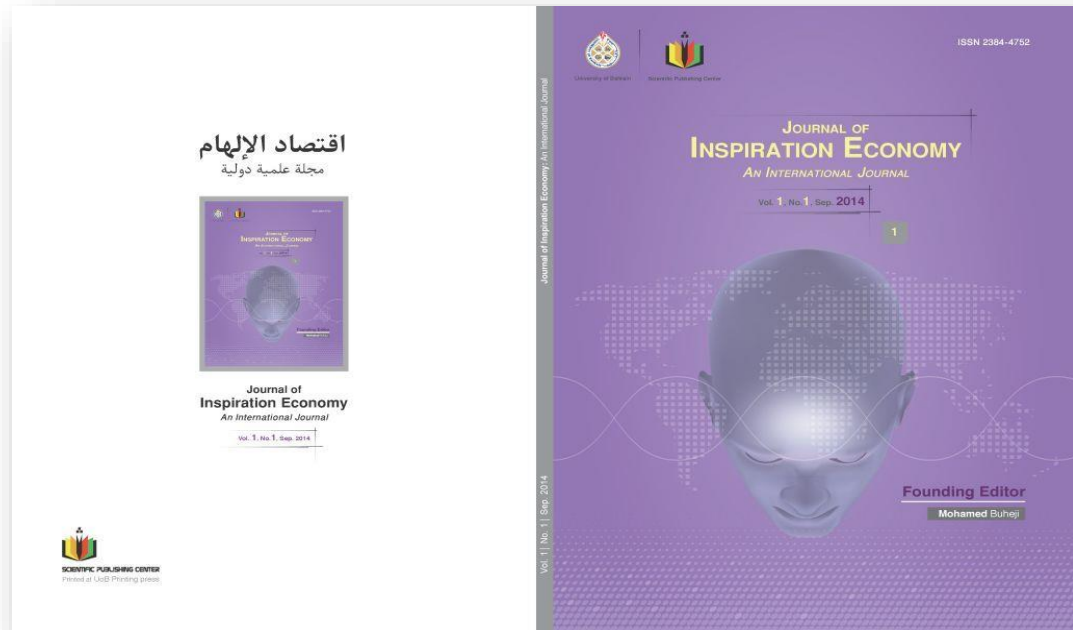
Journal of  
Inspiration Economy  
An International Journal

Vol. 1, No. 1, Sep. 2014



An Introduction

# Journal of the Inspiration Economy (JIE)



*One- Aims and Objectives of JIE*



# Journal of the Inspiration Economy (JIE)

## *Advancement in the Inspiration Research.*

***JIE has an important role in the inspiration research.*** The benefit from the Journal should go out to the world starting from the academic community which would address a clear gap in the literature. JIE would try to spread the interest on the subject and to overcome the challenge about the limited number of authors in the field of inspiration at present. We could have themes for the journals and linked with the Conference, it was suggested.



*Journal of Inspiration Economy  
Is published by the Scientific Publishing Centre  
In the University of Bahrain.*



# Journal of the Inspiration Economy (JIE)

## *JIE Values: Guide how we operate*

- **Originality & Novelty:** JIE supports the development of original thinking, new ideas, forms, methods, interpretations, designs, services and products.
- **Integrity & Ethics:** To demonstrate integrity, JIE will ensure that practices and decisions are open, honest and fair.
- **Variety:** delivery of multiple renewal approaches towards inspiration with inter-disciplinary background.
- **Accountability:** JIE recognises and accepts the need to be accountable to the wide range of stakeholders it serves.
- **Respect:** Respect for others requires JIE to act in ways which recognise and value all people and their diversity, working with others in an open, equitable and sensitive manner to provide opportunities for research publication, sharing of new knowledge that enhance the dignity of all involved.
- **Advancement of Knowledge:** JIE would be a source for body of knowledge advancement in the areas and keywords that fulfil the journal targets in the area of inspiration and from all the over the world
- **Excellence:** In seeking excellence JIE strives to achieve the highest possible quality in its publications and activities. JIE welcomes theoretical work.
- **Service to Society:** JIE recognises and values its role in responding to the changing needs of society and in contributing to the economic prosperity of the Kingdom, its communities and individuals.
- **Inclusiveness:** JIE welcomes contributors from different stakeholder groups in society (Higher Education staff & students, economists, professionals, entrepreneurs, support agencies) and recognizes that Innovation Economy occurs in many shapes and forms across a wide range of sectors.



# Journal of the Inspiration Economy (JIE)

## Strategic Aim

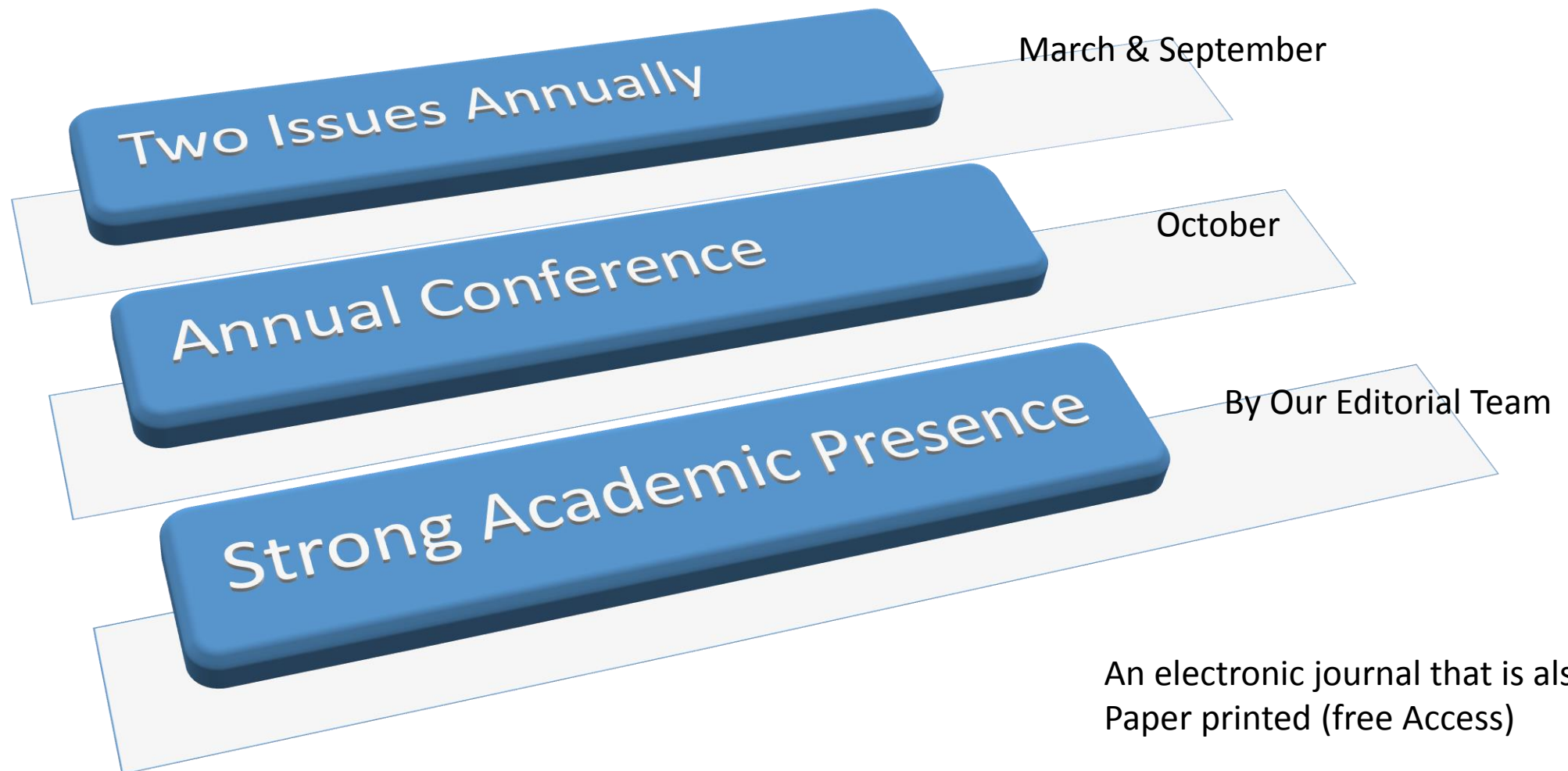
To become widely refereed journal in the associate field of inspiring humanity and to be the leading international journal in the field of inspiration that would lead in enhancing Quality of Life in a Knowledge and Innovative Economy.

## Strategic Objectives

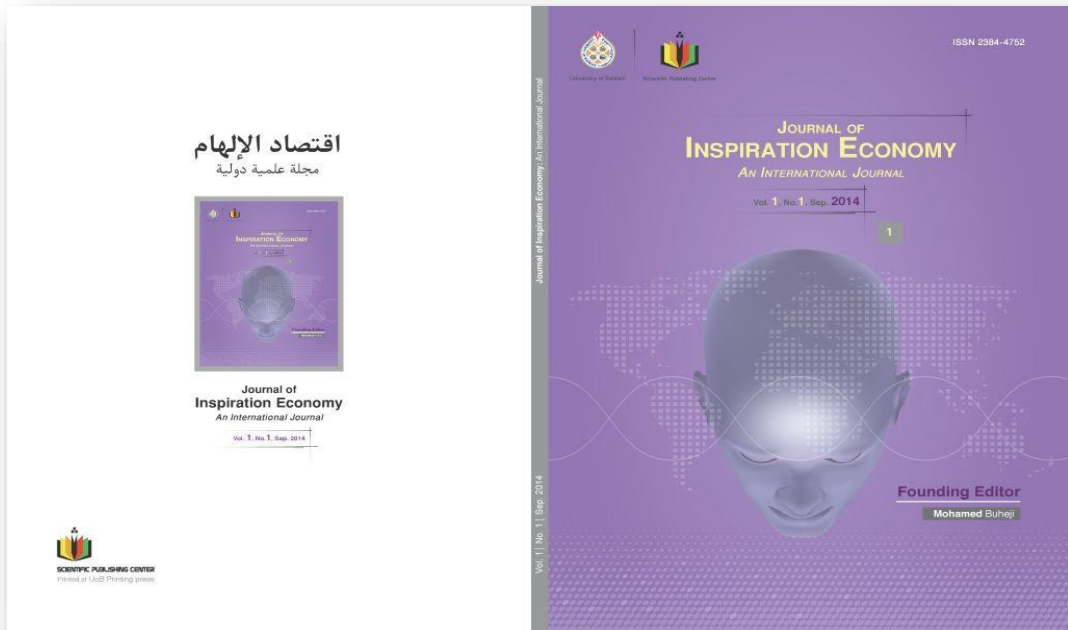
1. To spread the journal presence and role in the field of inspiring and ensuring a life balanced contribution.
2. To have the JIE issues on *Sep & March* of each year. Therefore 1<sup>st</sup> issue would be ready by early *August 2014*.
3. To have less than 20% acceptance rate.
4. Solicit Papers from well-known authors where it would be publicised in both regional and international conferences
5. Work with other parties that would enhance the journal importance that would enhance inspiration ability.
6. Set Image Portoflio for Journal Directions, Uniqueness and Content Originality through multiple manuscript form.



## *Main Commitments*



# Journal of the Inspiration Economy (JIE)

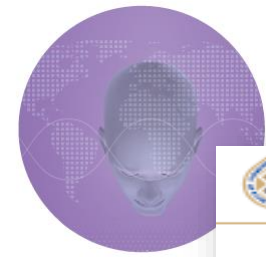


## Two-Sample of JIE Issue

Complete Issue is available on:  
<http://journals.uob.edu.bh/jie>

Or on the JIE facebook address:

# Journal of the Inspiration Economy (JIE)

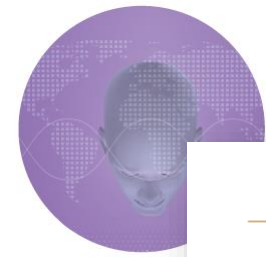


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Sep. 2014

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## Foreword

### “Inspiration Economy”: A New Journal

Faiz Gallouj

Professor, University Lille 1, Clersé France  
E-mail address: faiz.gallouj@univ-lille1.fr

#### Introduction

It is always good to present something that has only just come into being, which is why it is such a pleasure to be inaugurating the first edition of the Journal of Inspiration Economy. In this foreword, our objective is to outline the general reasons underlying the creation of this review as well as the objectives assigned to it. The founding hypothesis is that contemporary societies have reached a new stage in evolution such that we are in need for more insocioeconomic practices.

#### Inspiration: from art and religion to business

Inspiration is a complex phenomenon that is difficult to define. It describes a psychological dynamic, a fortuitous creative whisper, which is said to give rise, in business, to satisfaction, joy and a feeling of being comforted. It is an ancient phenomenon, originating with the sacred and religious, as well as with artistic creation. In etymology, the term 'inspiration' is rooted in the Latin word 'inspirare', which generally means 'to breathe into' or 'to breathe life into'. In Ancient Greek, the word 'pneuma' generally means 'Spirit (that is, God) within you'. We should note that, in Ancient Greek, the word 'pneuma' meant to be inspired by the gods, the Muses and Mnemosyne.

The sacred nature of inspiration would not, a priori, be conducive to its application in the business and management field. Although it clearly does not fit with calculatory rationality, neither does it fit with procedural rationality, which - in the managerial field in particular, is sometimes (though wrongly) considered a synonym. Yet inspiration, as a creative force, is propagated through economic activities (which - in the managerial field in particular, is sometimes (though wrongly) considered a synonym). Yet inspiration, as a creative force, is propagated through economic activities (which - in the managerial field in particular, is sometimes (though wrongly) considered a synonym). Yet inspiration, as a creative force, is propagated through economic activities (which - in the managerial field in particular, is sometimes (though wrongly) considered a synonym). Yet inspiration, as a creative force, is propagated through economic activities (which - in the managerial field in particular, is sometimes (though wrongly) considered a synonym).

#### Journal of Inspiration Economy

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- Inspiration: from art and religion to business
- Towards an inspiration economy
- A generalist, multidisciplinary journal
- Different levels of analysis of the inspiration economy

Table (1) List of thematic fields for JIE

<ul style="list-style-type: none"> <li>• Economy Inspiration</li> <li>• Inspiration Economy</li> <li>• Society Inspiration</li> <li>• Organizational Learning</li> <li>• Organizational Innovation</li> <li>• Organizational Competitiveness</li> <li>• Organizational Excellence</li> <li>• Organizational Knowledge Management</li> <li>• Knowledge Economy</li> <li>• Learning Economy</li> <li>• Innovation Economy</li> <li>• Social Engineering</li> </ul>	<ul style="list-style-type: none"> <li>• Society Co-existence</li> <li>• Social Integration</li> <li>• Disruptive innovation</li> <li>• Accelerated learning</li> <li>• Business of Inspiration</li> <li>• Service economy</li> <li>• Experience economy</li> <li>• Social innovation</li> <li>• Alternative welfare indicators</li> <li>• Sustainable development</li> <li>• Healthcare Inspiration</li> <li>• Healthcare Innovation</li> <li>• Healthcare Quality</li> </ul>	<ul style="list-style-type: none"> <li>• Healthcare Improvement</li> <li>• Healthcare Leadership</li> <li>• Healthcare Management</li> <li>• Technology inspiration</li> <li>• Technological excellence</li> <li>• Electronic entrepreneurship</li> <li>• Technological innovative diffusion</li> <li>• Inclusive technology</li> <li>• Technology Competitiveness</li> <li>• Government Inspiration</li> <li>• Society Development</li> <li>• Entrepreneurship Spirit</li> <li>• Organizational Psychology</li> </ul>
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Why JIE is an important journal in this time?

## Why Inspiration Matters?

Mohamed Buheji<sup>1</sup>, Zahraa Salf<sup>2</sup>, Haltham Jahrami<sup>3</sup>

<sup>1</sup> Assistant Professor, University of Bahrain

<sup>2,3</sup> Ministry of Health, Kingdom of Bahrain

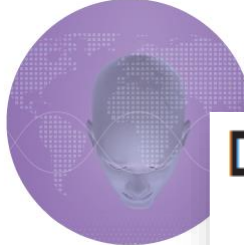
Received July. 2014, Revised July. 2014, Accepted August 2014, Published Sept. 2014

**Abstract:** Inspiration plays an important role for personal and professional growth and development though it tends to be an overlooked concept. This research study was designed to explore people experiences with inspiration and it investigates why inspiration matters. It is a qualitative study based on the grounded theory methodology which involved telephone interviews with ten persons holding top and high level management in their organizations. Research findings revealed that participants' experience with inspiration is a worthy part of their lives, it is evoked by challenging situations, and it helps them meet their personal and business related needs. This research shades light on the inspiration role in changing or enhancing the individual characteristics and traits such as being more persistent, prudent and accountable which encourage further research in this area.

**Keywords:** Inspiration, Innovation, Motivation, Insight.

- What is Inspiration?
- Why Inspiration?
- Anatomy of Inspiration
- Forms of Inspiration
- Relation between Innovation and Inspiration
- Inspiration as a Motivator
- Characteristics of Inspired People
- When you know you are inspired?

Why Inspiration related research is important ?



## Double-loop Learning across Healthcare and Teaching Professions

Paullne Joyce<sup>1</sup>, Paula Kinnarney<sup>2</sup>

<sup>1</sup> RCSI Institute of Leadership, Dublin, Ireland

<sup>2</sup> Education Department, National University of Ireland Maynooth, Ireland

Received April. 2014, Revised June. 2014, Accepted June. 2014, Published Sept.. 2014

**Abstract:** This paper outlines a qualitative evaluation study of a leadership symposium, which was a partnership initiative, developed across two organizations and two professional groups (teaching and healthcare). It grew from a serendipitous meeting of like-minded academics, who were attempting to achieve similar outcomes with their respective disciplines, to disseminate graduates' action-oriented learning. The initiative was a forum. Data was collected from graduates (for the purpose of the study) on their experiences and reflections on their projects. The findings of the study are presented in terms of challenges, opportunities and learning from leading these initiatives, using double-loop learning as a framework to interpret these findings. The symposium, offered a unique opportunity for exchange of learning across professions, from an inter-organizational level.

**Keywords:** Public-Private Partnership, Double-Loop Learning, Organizational Learning.

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- Resistance to Change
- Extended/Restricted Professional
- Exchange of Learning

Table (1) Influences at Different Levels of Learning

	Levels of Learning	Activities to progress learning
1	Individual	Reflections Presentations to peers
2	Group	Action learning meetings Presentation to colleagues in the organization
3	Organizational	Sponsorship to carry our project Involving stakeholders outside of their own department, relationship building
4	Inter-organizational	Presentation at Leadership Symposium Dissemination at conferences

*Role of Learning Cycle Designs in Inspiring Disciplines*

## Enhancement of Project Management to Support and Drive Transformational eGovernment

*Shauneen Furlong*

*Professor, University of Ottawa  
Managing Consultant, Territorial Communications Ltd*

*Received May. 2014, Revised May. 2014, Accepted July. 2014, Published Sept. 2014*

**Abstract:** While eGovernment's first decade has been much more transactional than transformational, radical changes affecting eGovernment are needed in this decade: culture, different services, and relationships with all stakeholders; organizational arrangements; business models; and resource management. The project failure rate in transformational eGovernment progress is stalling.

This paper identifies a holistic compendium of ten key challenges that prevent progress in the project management of eGovernment projects and recommends that project management methodologies be enhanced to respond and cope with that compendium.

**Keywords:** eGovernment, Transformational eGovernment, Public Sector Reform/Modernization, Project Management, Challenges, Barriers.

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- Definition of the compendium of 10 international challenges to transformational e-Gov success
- Description of the potential project management improvements to address the compendium of 10 international challenges to transformational eGov success

*Role of Project Management in Inspiring Transformation*

## Insights into Informal Benchmarking

Alan Samuel<sup>1</sup>, Nigel P. Grigg<sup>2</sup>, Robln Mann<sup>3</sup>

<sup>1</sup> The Centre for Organisational Excellence Research, Massey University, New Zealand

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<sup>3</sup> The Centre for Organizational Excellence Research, New Zealand

Received May. 2014, Revised June. 2014, Accepted June.2014, Published Sept. 2014

**Abstract:** Results of two global surveys show that informal benchmarking ranking the top 20% of the most popular organization improvement tools. The results also indicate that informal benchmarking is not as effective as it is popular, therefore there is room to enhance its performance. The focus of this paper is twofold. Firstly, it illustrates the conception of a preliminary model of informal benchmarking by the review of benchmarking, informal learning, organization learning and knowledge management, augmented by research on quantum thinking, innovation and positive deviance. Secondly, benchmarking practitioners were also held to study the (yet completed) or informal benchmarking practices via quantitative surveys and qualitative semi-structured interviews. The data will then be used to refine the conceptual model, assessment framework, and design a road map for an effective organization-wide approach of informal benchmarking.

*Role of Benchmarking Practices in Inspiring Organisations*

This research will set the stage for a quantum leap in the understanding and effectiveness of informal benchmarking as a business improvement tool. The research also provides a platform for an extension of its theory in organizational improvement.

**Keywords:** Informal Benchmarking, Organization Learning, Knowledge Management, Organization Improvement, Change Management.

- Preliminary Model of Informal Benchmarking
- Activities/Tools to Support Internal and External Informal Benchmarking

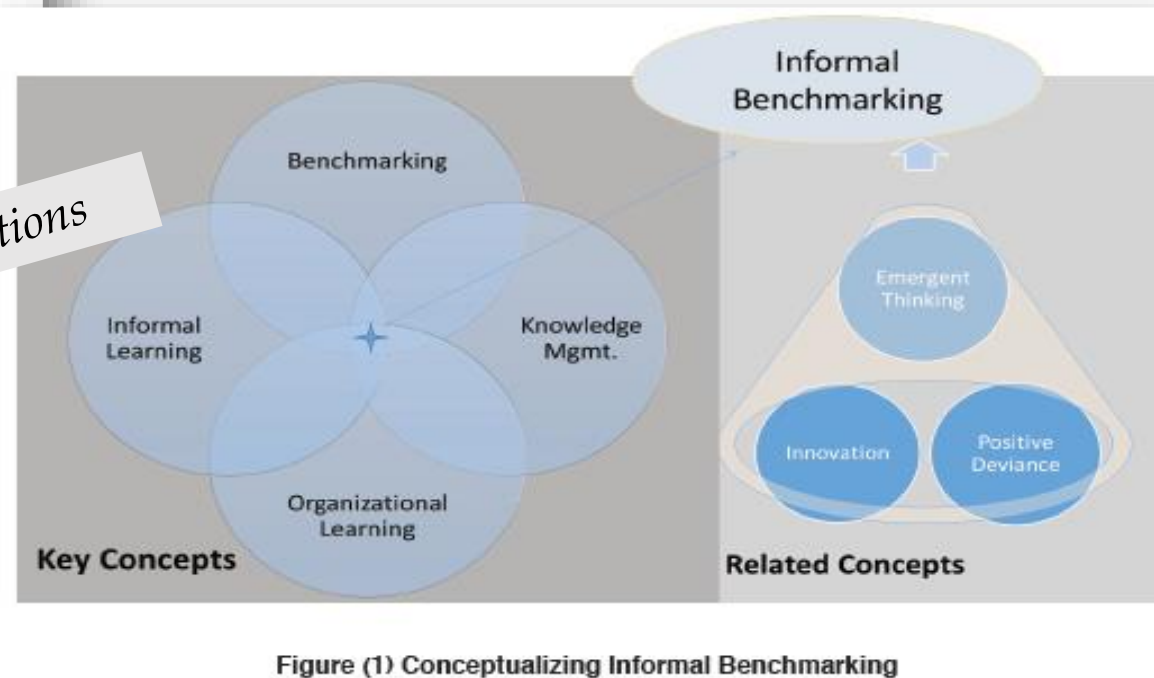


Figure (1) Conceptualizing Informal Benchmarking

## A Comparative Study of Higher Education Institutions in North Rhine-Westphalia (Germany) and Their Marketing Approaches to Student Recruitment from China

Said Al-Hasan<sup>1</sup>, Brychan Thomas<sup>2</sup>, Nina Marla Mülders<sup>3</sup>  
and Denis Melle<sup>4</sup>

<sup>1,2,3</sup>University of South Wales Business School

<sup>4</sup>France Business School, Brest

Received June 2014, Revised June 2014, Accepted July 2014, Published September 2014

**Abstract:** This paper explores the approaches of selected German universities towards degree course marketing to attract students from abroad, especially China. It contributes to academic research into a rising discipline, international degree course marketing, as well as to provide insights into current practices leading to reflections on the discipline's opportunities and limitations. This paper is structured according to a theoretical literature review, empirical research findings. Initially the concept of cultural adaptation of marketing is reviewed leading to the development of a theoretical framework. The application of cultural adaptation of marketing to a range of marketing approaches is applied to a range of marketing approaches of selected German universities. Marketing approaches of these universities have been reviewed and compared with practitioners. The outcomes of the research are discussed and the findings are complemented with interviews and interviews are complemented with interviews. The findings are complemented with interviews provided by Chinese students in Germany to an extent focusing on their preferences regarding the content of cultural-adapted marketing material. The results show that in order to be worthwhile, internationalization efforts should include not only the recruitment of foreign students but also their integration into the academic community and their retention as loyal alumni.

**Keywords:** Higher Education, Marketing Approaches, Student Recruitment.

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- *Cultural adaptation of marketing instruments*
- *Key Cluster of information 1: Educational System and Academic Leadership*
- *Key cluster of information 2: Peer Group Networks and Endorsements*
- *Key cluster of information 3: Reputation, Performance and Integration*
- *Performance and Integration*
- *Key cluster of information 4: Study Program and Location*
- *Key cluster of information 5: Employability and Networks*

*Role of Marketing in Inspiring Process of Students Attraction to Universities*

## How SMEs Can Manage Their Networks— Lessons Learnt from Communication in Animal Swarms

Katri Valkokari<sup>1</sup>, Pasi Valkokari<sup>2</sup>

<sup>1,2</sup> VTT Technical Research Centre of Finland

Received May. 2014, Revised July. 2014, Accepted July. 2014, Published Sept. 2014

**Abstract:** The aim of this paper is to extend our understanding of business network management, especially from the viewpoint of SMEs operating in a B2B context. The paper focuses on exploring swarm intelligence as a new thinking on the management of business networks. We explore the interaction between business organisations in a network approach that we adopt throughout the paper. Previous research suggests that different managerial tools – can be utilised as communication means a lot. In accordance with the lessons learnt from the collective effort in animal swarms, this study suggests that SMEs can also manage their business networks through communication.

**Keywords:** SME, Business Network, Network Management, Swarm Intelligence.

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- Business Network Management
- Lessons from Swarm Intelligence and Communication

### Visioning and network mapping

Where are we? What is our position?

Where do we want to go?

Who will help us go there?

### Communication and commitment

What do we have to do to get there?

Why would the others swarm with us?

How can we evaluate the fitness of swarm?

Figure (1) Preliminary Research Framework

*Role of Analogy in Inspiring Communication Networking*

## Bahrain Governance Framework: Towards Efficient Use of IT

Harikrishnan Sugumaran<sup>1</sup>, Zakareya Ahmed Al-Khaja<sup>2</sup>

<sup>1</sup> IT Governance Architect, eGovernment Authority, Kingdom of Bahrain

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Received May. 2014, Revised June. 2014, Accepted July. 2014, Published Sep. 2014

**Abstract:** The objective is to improve the alignment between information technology (IT) and business by enhancing the ability of the organization to better control IT-related changes in a manner that supports the overall business strategy. Building on the believe that there exists a positive correlation between the desired level of e-government capability and maturity and the required level of architectural maturity, the eGovernment Authority (eGA) embarked Bahrain enterprise architecture (EA) governance framework associate with national enterprise architecture program. To do this, the organization is required to map its current and future EA states of organization in relation to the business and IT perspectives and consequently prep a transition plan that closes the gap between the two states - in other words, a blueprint for the organization's IT.

Bahrain enterprise architecture governance is the set of mechanisms through which architecture is enacted in the enterprise. Governance is essentially about ensuring that business is conducted properly. It is less about control and strict adherence to rules, and more about guidance and effective and equitable usage of resources to ensure sustainability of an organization's strategic objectives. The EA governance structure is a federated architecture governance model and it provides a framework in cost, schedule, autonomy, scalability and robustness. The EA governance structure maintains a good balance between business and IT perspectives, reference architecture and frameworks, and standards. The EA governance structure is a Bahrain national enterprise architecture governance framework, standards and reference architecture, standards and frameworks, and standards. The EA governance structure is a Bahrain national enterprise architecture governance framework, standards and reference architecture, standards and frameworks, and standards. The EA governance structure is a Bahrain national enterprise architecture governance framework, standards and reference architecture, standards and frameworks, and standards.

Enterprise architecture governance ensures the principles of enterprise architecture are applied to both system architecture and design of the underlying IT systems. It also ensures organizations meet business and IT objectives and standards. Architecture governance enables effective alignment of business information technology, manages risk by reducing probability of failures in transformation projects and incorporates elements of cost effectiveness and value.

**Keywords:** Bahrain Governance Framework; Bahrain IT efficiency; Bahrain towards Efficient Use of IT; Bahrain Enterprise Architecture; Bahrain National Enterprise Architecture Framework.

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- Enterprise Architecture Governance
- Business Domain
- Information domain
- Application domain
- Scenario of Value Realization

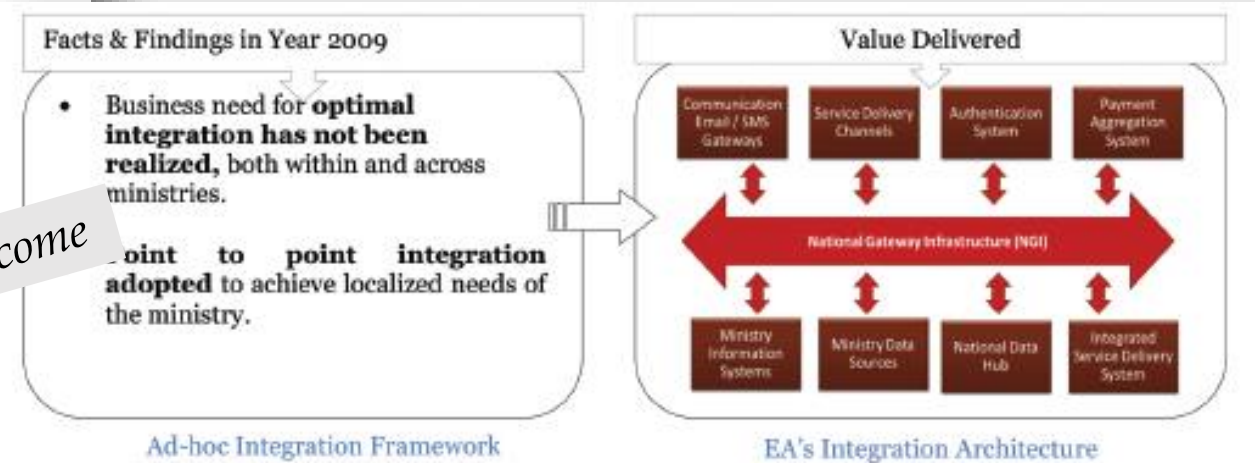
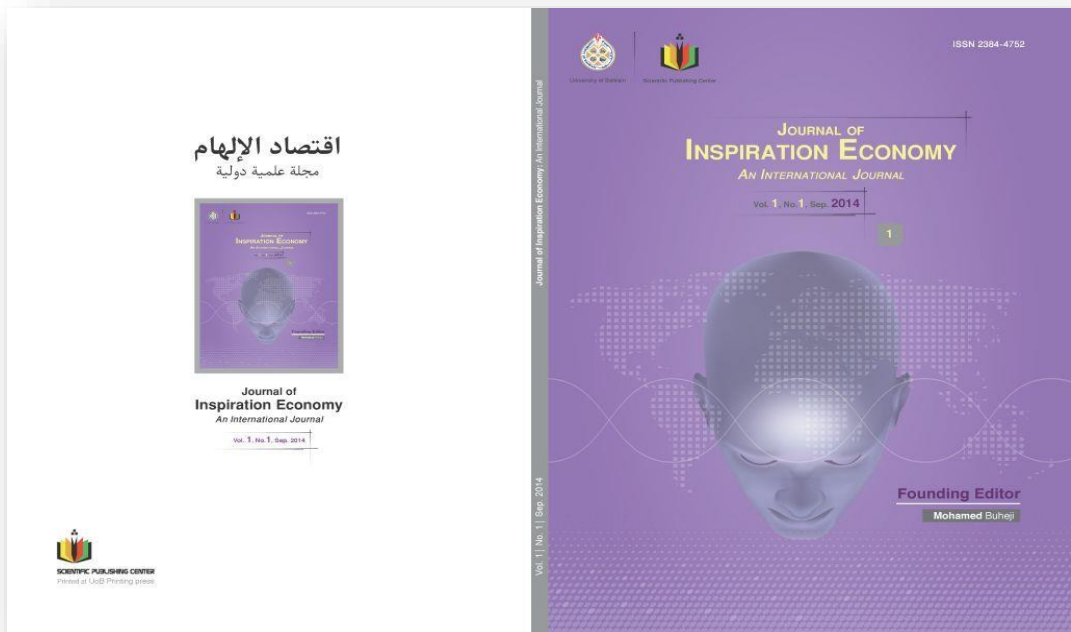


Figure (11) Integration Architecture

*Role of Framework Strategy in Inspiring e-gov outcome*



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## Three- List of JIE Editorial Board



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18- Dr. Rui Franganito (Instituto Superior de Ciências Económicas e Empresariais, **Cape Verde**, África).  
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# Journal of the Inspiration Economy (JIE)

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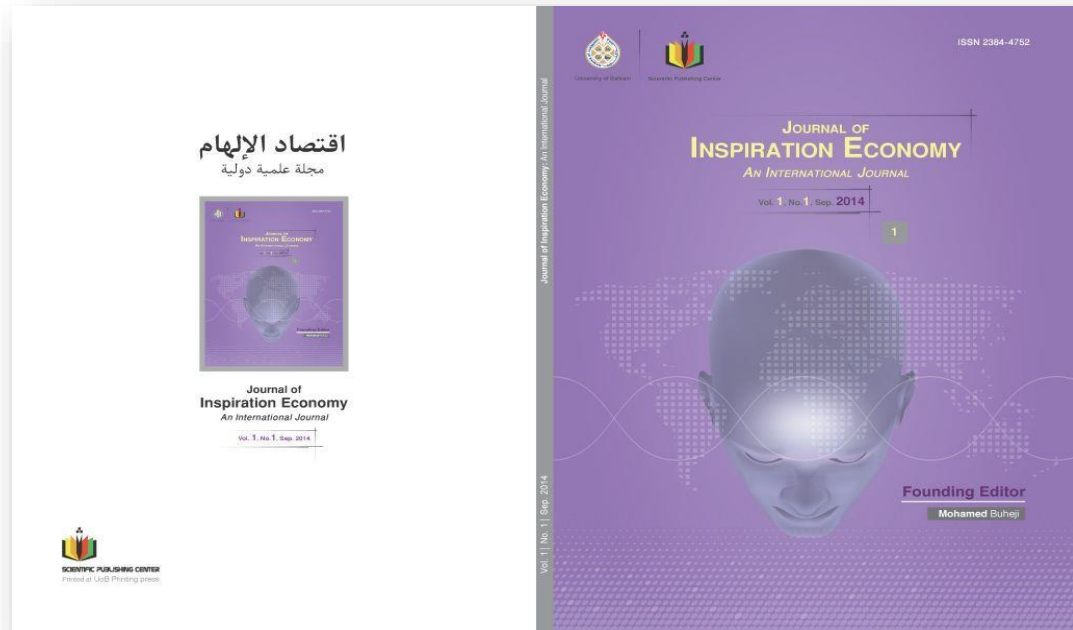
## What type of Inspiration we are targeting?

(These ideas only to trigger your thoughts)

- Inspiration that comes from Conceptual thinking (Research-based)
  - Search for Inspiration & its influence on (i.e. Economy, Competitiveness, Quality of Life, Social Harmony & Co-existence). Such papers should focus on the ability to analyze and diagnose a situation that leads for values and distinguish between cause and effect of inspiration for good things.
- Inspiration that comes from Human Experience (Case Studies)
  - a) Describe and Analyze Inspirational achievements made
  - b) Discuss the ability to inspire by understanding, altering, leading, and changing certain behaviors or discovering potentials of individuals/ groups.
- Inspiration that comes from accumulated or specific knowledge and techniques that shown to influence the organizational and society role.



# Journal of the Inspiration Economy (JIE)



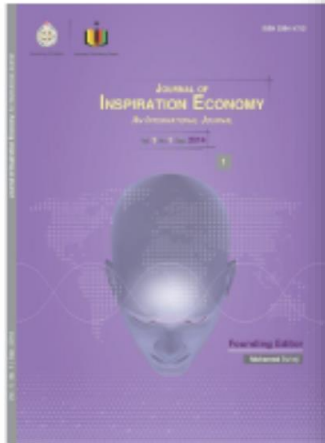
*Four- Call for  
Papers*

# Journal of the Inspiration Economy (JIE)

## Call for Paper

### Journal of Inspiration Economy (an International Journal)

اقتصاد الإلهام



Dear Colleague,

The Journal of Inspiration Economy (JIE) is an international open access blind peer-reviewed refereed journal serving the needs of those who want to contribute diverse papers to create a positive change and inspiration to the world indirectly through improving our quality of life.

JIE would target only high quality original research on the latest research and developments in areas focusing on the principles and management in the world. Inspiration Economy field which encapsulates varied academic fields (including but not limited to: economics, management, sociology, psychology, and other issues related to: innovation, creativity, knowledge, sustainable development, etc. JIE is published twice a year.

The editorial board is happy to invite all the authors, researchers and academics all over the world to participate in this initiative that have the purpose for creating a knowledge sharing community as Inspiration, Inspiration for Community, Inspiration for Re-Building Society Fabric, Inspiration through Diversity and Co-existence including Inspiration for establishing Entrepreneurship to support the innovation of the economy.

The editorial board wishes to solicit manuscripts of researched work relevant to inspiration that will help the government towards more stable and sustainable development. Submitted manuscripts papers must show original contributions to the above. Papers that are of particular importance.

Submitted papers should not have been published or under consideration for publication elsewhere. Papers can only be submitted if the paper was not originally refereed through a double blind review process.

#### Coming Issue Deadlines:

Dates for Paper Submission - 15th Sept till 25th Sept  
Dates for Paper Reviewers Feedback start- 1st Oct  
Dates for Paper Final Acceptance Starts from 15th Oct

Second Issue is ready by 15 Feb 2015 and will be released.

Authors are invited to submit their papers in English (in the attached template) to:  
[jieeditors@gmail.com](mailto:jieeditors@gmail.com)  
[buhejim@gmail.com](mailto:buhejim@gmail.com)

The following are the topics of relevance to the journal. Please use them during submitting their papers, as they are relevant to inspiration and economy would like to see:

- |  |   |
|--|---|
| <input type="checkbox"/> Economy Inspiration       | <input type="checkbox"/> Entrepreneurship         |
| <input type="checkbox"/> Inspiration Economy       | <input type="checkbox"/> Business Innovation      |
| <input type="checkbox"/> Society Inspiration       | <input type="checkbox"/> Organizational Knowledge |
| <input type="checkbox"/> Organizational Learning   | <input type="checkbox"/> Service Innovation       |
| <input type="checkbox"/> Organizational Innovation | <input type="checkbox"/> Experience               |
| <input type="checkbox"/> Organizational            | <input type="checkbox"/> Social Innovation        |

- |  |   |
|--|---|
| <input type="checkbox"/> Competitiveness           | <input type="checkbox"/> Alternative Welfare Indicators     |
| <input type="checkbox"/> Organizational Excellence | <input type="checkbox"/> Healthcare Inspiration             |
| <input type="checkbox"/> Organizational Knowledge  | <input type="checkbox"/> Healthcare Innovation              |
| <input type="checkbox"/> Management                | <input type="checkbox"/> Healthcare Quality                 |
| <input type="checkbox"/> Knowledge Economy         | <input type="checkbox"/> Healthcare Improvement             |
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| <input type="checkbox"/> Innovation Economy        | <input type="checkbox"/> Healthcare Management              |
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| <input type="checkbox"/> Social Integration        | <input type="checkbox"/> Electronic Entrepreneurship        |
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| <input type="checkbox"/> Accelerated learning      | <input type="checkbox"/> Technology Competitiveness         |
| <input type="checkbox"/> Government Inspiration    |   |
| <input type="checkbox"/> Society Development       |   |

Please circulate this email to all your friends where you feel they would like to contribute and share their efforts and research on the business of change and inspiration to their organisations, societies and the world.

Looking forward for your positive contribution

Best regards,

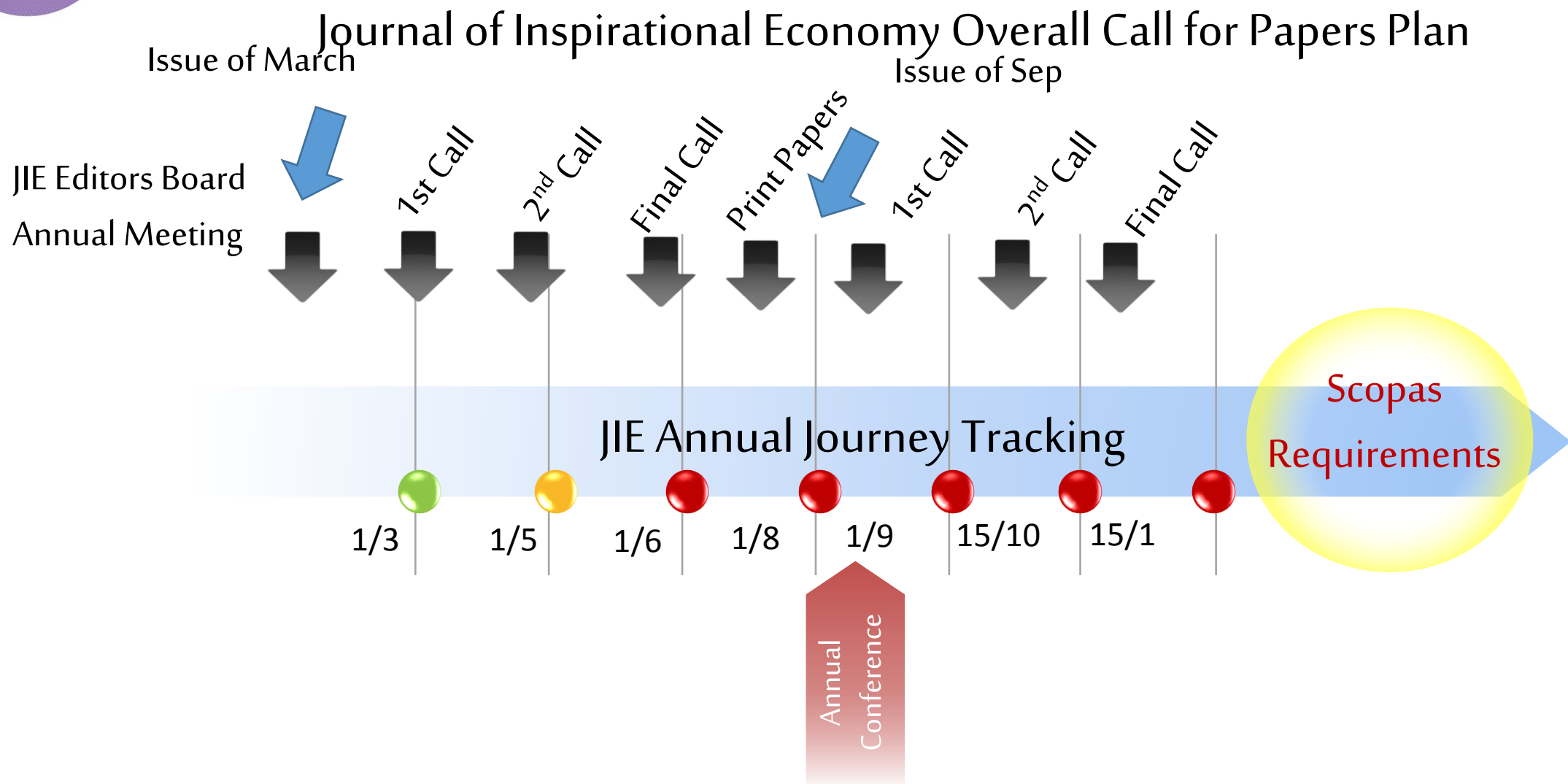
**Dr. Mohamed Buheji**  
Founding Editor (JIE)

NB.

- 1- We apologize if you have received this email twice, or our journal is not your field.
- 2- Special services of JIE is that it have a prompt and rapid response to the authors according to the schedule and with a simple and standard Template.
- 3- JIE is both Online and print versions (e-journal and print), therefore this increase the citation possibilities for the authors.
- 4- We issue a copy right certificate to the author once his paper is approved.
- 5- JIE have an international, eminent, multi-disciplinary scholars in its editorial board which are going to support your work and spread it further to new knowledge communities.
- 6- Kindly inform friends, post-graduate students, colleagues, associates and fellow researchers and practitioner who may utilize this opportunity as a platform for their new research initiative that focus on inspiration.



# Journal of the Inspiration Economy (JIE)





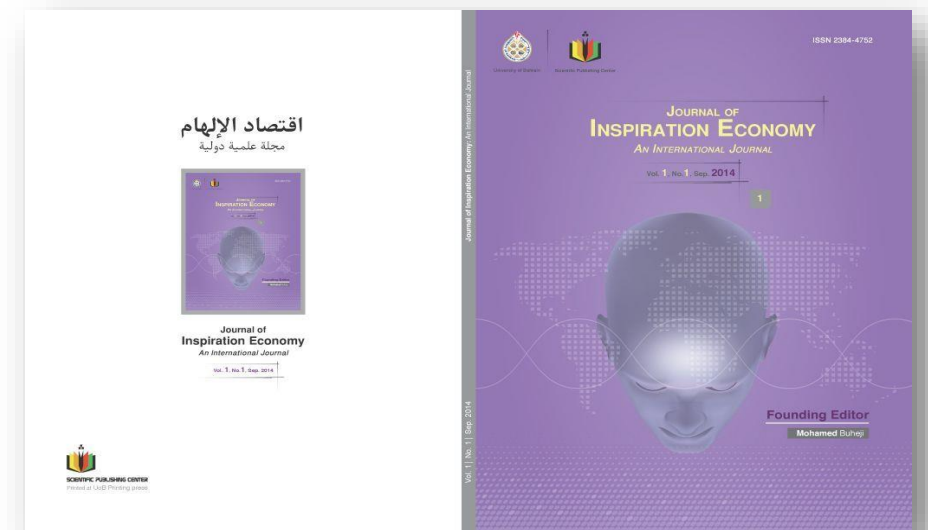
## Coming Issue Deadlines:

Dates for Paper Submission - 15th Sept till 25 Nov, 2014

Dates for Paper Reviewers Feedback start- 15 Oct, 2014

Dates for Paper Final Acceptance Starts from - 10 Oct 2015 till 1 Feb 2015.

Second Issue is ready by 15 Feb 2015 and would be released in March 2015 release.






## Keywords of JIE

- ☐ Economy Inspiration
- ☐ Inspiration Economy
- ☐ Society Inspiration
- ☐ Organizational Learning
- ☐ Organizational Innovation
- ☐ Organizational Competitiveness
- ☐ Organizational Excellence
- ☐ Organizational Knowledge Management
- ☐ Knowledge Economy
- ☐ Learning Economy
- ☐ Innovation Economy.
- ☐ Social Engineering
- ☐ Society Co-existence
- ☐ Social Integration
- ☐ Disruptive innovation
- ☐ Accelerated learning
- ☐ Government Inspiration
- ☐ Society Development
- ☐ Entrepreneurship Spirit
- ☐ Business of Inspiration
- ☐ Organizational Psychology
- ☐ Service Economy
- ☐ Experience Economy
- ☐ Social Innovation
- ☐ Alternative Welfare Indicators
- ☐ Healthcare Inspiration
- ☐ Healthcare Innovation
- ☐ Healthcare Quality
- ☐ Healthcare Improvement
- ☐ Healthcare Leadership
- ☐ Healthcare Management
- ☐ Technology Inspiration
- ☐ Technological Excellence
- ☐ Electronic Entrepreneurship
- ☐ Technological Innovative Diffusion
- ☐ Technology Competitiveness



# Journal of the Inspiration Economy (JIE)

Authors are invited to submit their papers in the MS Word format (as per the attached template) to: [jieditors@gmail.com](mailto:jieeditors@gmail.com) ; [buhejim@gmail.com](mailto:buhejim@gmail.com)



**Journal of Inspiration Economy**  
@ 2014: Scientific Publishing Center, University of Bahrain

### Paper Submission Title

Author 1, Author 2, Author 3

Affiliation for Author 1

Affiliation for Author 2

Affiliation for Author 3

E-mail address: [author1@email.com](mailto:author1@email.com), [author2@email.com](mailto:author2@email.com), ..., [authorN@email.com](mailto:authorN@email.com)

Received ## Mon. 20##, Revised ## Mon. 20##, Accepted ## Mon. 20##, Published ## Mon.

#### Abstracts

We ask that authors follow these basic guidelines when submitting to JIE. In essence, you should submit your paper exactly like this document

**Keywords:** Max of 5 keywords

#### Introduction

We ask that authors follow these basic guidelines when submitting to JIE. In essence, you should submit your paper exactly like this document. The easiest way to use this template is to replace the placeholder text with your own material. The template file contains specially formatted styles (e.g., Normal, References, Title, Author, Affiliation) that are designed to reduce the work in formatting your final document.

#### Page Size

First, confirm that you have the correct template for your paper size. This template has been designed for use on the 21cm X 28cm Paper Size, beginning (.79 in.) from the top of the page. Please adhere to the template as closely as possible. All final publications will be displayed in US letter size. Right margins should be justified, not ragged. All margins must meet the requirements. Beware, especially when using this template on a Macintosh, Word may change these margins in unexpected ways.

#### Length

Paper to be submitted has specific page length that should not exceed 20 pages.

#### Title

Your paper's title should be in Georgia 18-point bold.


#### Normal or Body Text

Please use a 10-point Georgia font (similar to Times New Roman, but more easily read on screen). If the Georgia font is unavailable, another proportional font with serifs. The Georgia font is also available on Macintosh. Do not use sans-serif or non-proportional fonts only for special purposes, such as source code text (Special).

#### Sections

The heading of a section should be Georgia 13-point bold, left justified (Heading 1 Style in the template). Section headings should not be numbered.

E-mail: *author's email*



**J. Ins. Econ. #, No. #, ... (20.): Paper Title ...**

#### subsections

Headings of subsections should be in Georgia 11-point bold italics with the first word in bold. (Note: for sub-sections and sub-subsections, words like 'the', 'of', 'a', 'an', and 'and' are not bolded.)

#### Sub-subsections

Headings for sub-subsections should be in Georgia 10-point bold with the first word in bold. Please do not go any further into another layer/level.

#### Figures, Tables & Captions

Place figures and tables close to the relevant text (or where they are referred to in the text). Captions should be Georgia 10-point bold (Caption Style in this template) and "Figure" should be spelled out (e.g., "Figure" rather than "Fig.") wherever possible. If the figure or table is made available online, thus color figures are possible.

#### Inserting Images

Occasionally MS Word generates larger-than-necessary PDF files when images are manipulated in MS Word. To minimize this problem, use an image with an appropriate printing resolution (usually 300 dpi), and then insert the image into the document. Using tables to hold images can work very well in Word. If you want to use a table (such as PowerPoint) and then paste to the place where you want your figure to stay in the position, and (2) it does not take up too much space. You can use the figure, then go to "Layout" tab, and select "In line with text." To ensure the figure is not cut off, select "Picture." You can resize the figure to your desired size once it is pasted.

#### Table Style

Inserting a table in the text can work well. See Table 1 below. If you do not adjust the vertical spacing of the text in the tables. (In Word, use Format > Paragraph > Page Breaks tab. Generally, text in each field of a table will look better if it is centered above and below it, as in Table 1.)


102	85
-----	----

Table 1. A Very Nice Table

#### Language, Style, and Content

With regard to spelling and punctuation, you may use any dialect of English provided this is done consistently. To ensure suitability for an international audience, please follow the following:

- Write in a straightforward style.
- Try to avoid long or complex sentence structures.
- Briefly define or explain all technical terms that may be unfamiliar to readers.
- Explain all acronyms the first time they are used in your text – e.g., "Digital Marketing".
- Explain local references (e.g., not everyone knows all city names in a particular country).



**J. Ins. Econ. #, No. #, ... (20.): Paper Title ...**

#### Gender-Specific Pronouns

Be careful with the use of gender-specific pronouns (*he, she*) and other gendered words (*chairman, manpower, man-months*). Use inclusive language that is gender-neutral (e.g., *they, s/he, chair, staff, staff-hours, person-years*).

#### Conclusion

It is important that you write for a general audience. It is also important that your work is presented in a professional fashion. This guideline is intended to help you achieve that goal. By adhering to the guideline, you also help the conference organizers tremendously in reducing our workload and ensuring impressive presentation of your conference paper. We thank you very much for your cooperation and look forward to receiving your nice looking, camera-ready version!

#### Acknowledgements (Optional)

You can add acknowledgements to your submission if required.

#### References and Citations

References are to be formatted Harvard style. References must be complete, i.e., include, as appropriate, volume, number, month, publisher, city and state, editors, last name & initials of all authors, page numbers, etc. If you use EndNote, be aware that different versions of the software change the styles, creating some inconsistencies. Your references should comprise only published materials accessible to the public. Proprietary information may not be cited.

**REFERENCES**  
Note that all references are fully complete and accurate as per the examples

...s, F. and Withey, S. (1976) *Social Indicators of Well-Being. Americans Perceptions of Life Quality*. ... Press, New York, USA.

Brown, P. and Pabon, T. (2014) *Own Your Future: How to Think Like an Entrepreneur and Thrive in an Unpredictable Economy*. Gildan Media, LLC , UK.

Carpenter, D. (1987) Inspiration. In M. Eliade (Ed.). *The Encyclopedia of Religion* (pp.256–259). New York: Macmillan.

Catmull, E. and Wallace, A. (2014) *Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration*. Transworld Publishers Limited, USA.

Christensen, C; Johnson, C. and Horn, M. (2008) *Disrupting Class: How Disruptive Innovation Will Change the Way the World Learns*. McGraw-Hill Professional , USA.

European Union (2009) *European Regional Policy, an inspiration for Countries outside the EU? Applying the principles, sharing the lessons, exchanging experience*. Publications of the European Union . Luxembourg.

Ferrini, P. (2003) *The Economy of Love: Creativity, Right Livelihood and Abundance*. Heartways Press , USA





## Instructions for Research Notes

**Author, Affiliation for Author**

E-mail address: author@email.com,

Received ## Mon. 20##, Revised ## Mon. 20##, Accepted ## Mon. 20##, Published ## Mon. 20##

### Introduction

The authors are invited to follow these basic guidelines when submitting their paper to JIE. This template file contains specially formatted styles that are designed to reduce the work in formatting the final submission. The easiest way to use the template is to replace the placeholder content with the submitted material.

*Research notes* are not full academic papers but discussion notes, seeking to advance a new idea, theoretical perspective, research program, or methodological approach in Inspiration Economy related studies. Research notes may follow a less strict outline than full research papers but they still need to make a valuable contribution to the inspiration economy field as expressed for example by JIE relevant keywords.

The role of the research note is to serve as a form of incubator or laboratory for new thinking in the field covered by JIE.

The expected length of *Research notes* is between 4,000 and 5,000 words. Research notes should meet the normal research paper instructions regarding e.g., referencing and bibliographic information mentioned in the template. *Research notes* are reviewed by the Editor-in-Chief and one or more Associate Editors. They can also be invited by any members of the editorial team in collaboration with the Editor in Chief.

### References and Citations

References are to be formatted in Harvard style. Examples are given below for different types of publications.

Anonymous (2014) Instructions for research Notes, Elsevier, <http://www.journals.elsevier.com/scandinavian-journal-of-management/policies/instructions-for-research-notes-and-book-reviews/>

Anonymous (2014) BMC Research Notes, Biomed Central, <http://www.biomedcentral.com/bmcresnotes/authors/instructions>

Anonymous (2014) International Atlantic Economic Society. <http://www.iaes.org/iaer-research-note-style-instructions/>



## Instructions for Book Reviews

**Author Name, Affiliation for Author**

E-mail address: author1@email.com, author2@email.com, ..., authorN@email.com

Received ## Mon. 20##, Revised ## Mon. 20##, Accepted ## Mon. 20##, Published ## Mon. 20##

### Introduction

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### Instruction for Book Reviews

The selected books (which can be published in languages other than English) should cover any dimension of the Inspiration Economy as expressed by the JIE keywords. The reviews should provide a critical overview of the book in question emphasizing its merits, but also possibly its shortcomings. The length of text should be around 1,500-3,000 words. Book review essays based on the comparative analysis of several books are also welcome.

It is expected that the author(s) of the book reviews adhere to the normal research paper instructions regarding e.g., referencing and bibliographic information mentioned in the JIE template. Book Reviews are reviewed by the Editor-in-Chief and one or more Associate Editors. Book Reviews can also be invited by any member of the editorial team in collaboration with the Editor in Chief.

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References are to be formatted in Harvard style. Examples are given below for different types of publications.

Anonymous (2014) Book Review Guidelines, Australian College of Health Service Management. <http://www.achsm.org.au/members-services/journal/book-review-guidelines/> (Accessed on: 8/10/2014).

Anonymous (2005) How to write a book review. Los Angeles Valley College Library. California: LA Valley College Library; 2005. Available: <http://www.lavc.edu/Library/bookreview.htm> (Accessed on: 8/10/2014).

Anonymous (2014) Book Review Guidelines, Claremont Graduate University, <http://www.cgu.edu/pages/835.asp> (Accessed on: 8/10/2014).

Anonymous (2014) Reviews and Reaction Papers, Article and Book Reviews, <https://www.umuc.edu/writingcenter/onlineguide/chapter8-13.cfm>

Coutts, H (2005) A concise guide to writing a critical book review. Education and Physical Education Library. University of Alberta Libraries, Available: <http://www.library.ualberta.ca/guides/bookreview/index.cfm> (Accessed on: 8/10/2014).

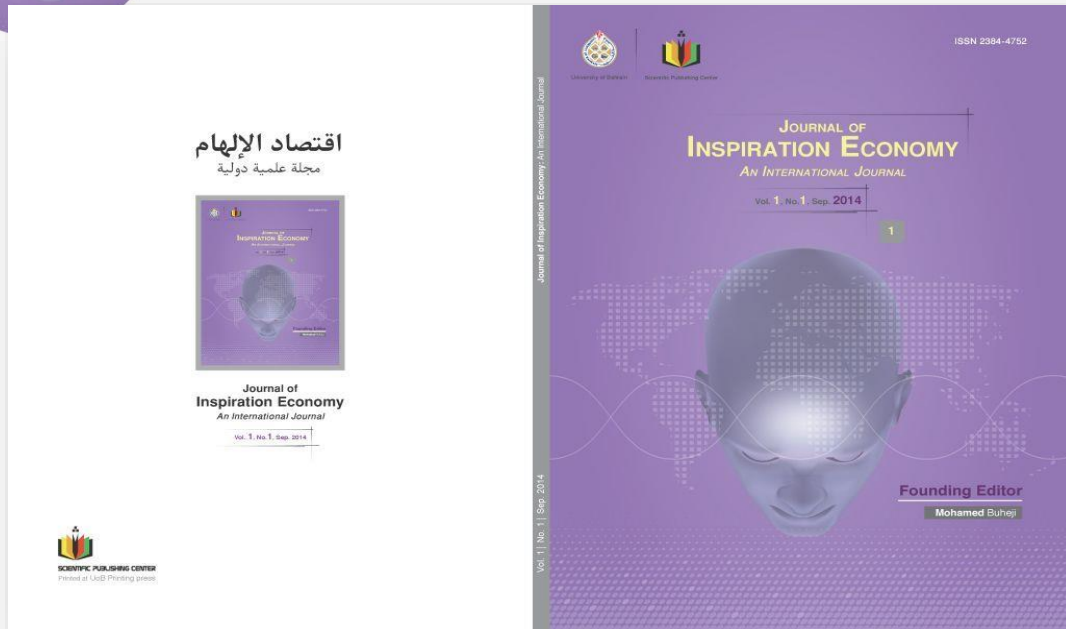
Runnels, C (1994) The place of book reviews in the professional literature. *Journal of Field Archaeology*. 21:357-360. Available: <http://www.bu.edu/jfa/articles/runnelse-21-3.html> (Accessed on: 8/10/2014).

Thomson A. (2005) How to review a book. Sudbury Ontario: JN Desmarais Library, Laurentian University. Available: [http://www.laurentian.ca/library/book\\_e.php](http://www.laurentian.ca/library/book_e.php). (Accessed on: 8/10/2014).

Trail, G. (2000) Reading writing: An argument rhetoric & reader with rhetorical terms and concepts: contemporary glossary. Harcourt Brace.

Research Notes & Book Reviews Invitation

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We the "JIE Editors Team" are committed to attract calibers, human knowledge and contributions that are going to enhance inspiration towards the goodness of our society and the world using our multi-specialties and variety of international backgrounds that makes us unique and competitive in the area of inspiration economy and its relevant research".