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### KEY=TRACKER - WILLIAMSON KOCH

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**Global Innovation Index 2020 Who Will Finance Innovation?** *WIPO The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges - including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis.*

**Advanced Theory and Practice in Sport Marketing** *Routledge Effective marketing is essential for any successful sport organization, from elite international teams to local leagues. Now in a fully revised and updated third edition, Advanced Theory and Practice in Sport Marketing is still the only text to introduce key theory and best practice at an advanced level. This new edition goes beyond the introductory marketing course by exploring advanced marketing theories related to social responsibility, global issues, information systems, consumer behavior, product management, logistics, sales, promotions, and social/digital/mobile media. New to the edition are sections on branding, destination marketing, and performance evaluation that demonstrate how to measure impacts through sport marketing and how to use analytics to determine sport marketing success. Every chapter contains extended case studies and theory-to-practice insights from marketing professionals around the world and a companion website includes an impressive array of additional teaching and learning resources. Advanced Theory and Practice in Sport Marketing goes further than any other textbook to prepare students for the real world of sport marketing. It is essential reading for any upper-level undergraduate or postgraduate course in sport marketing or sport business.*

**21st Century Sports How Technologies Will Change Sports in the Digital Age** *Springer Nature This book outlines the effects that technology-induced change will have on sport within the next five to ten years, and provides food for thought concerning what lies further ahead. Presented as a collection of essays, the authors are leading academics from renowned institutions such as Massachusetts Institute of Technology, Queensland University of Technology, and the University of Cambridge, and practitioners with extensive technological expertise. In their essays, the authors examine the impacts of emerging technologies like artificial intelligence, the Internet of Things, and robotics on sports and assess how they will change sport itself, consumer behavior, and existing business models. The book will help athletes, entrepreneurs, and innovators working in the sports industry to spot trendsetting technologies, gain deeper insights into how they will affect their activities, and identify the most effective responses to stay ahead of the competition both on and off the pitch.*

**Kingdom of Nokia How a Nation Served the Needs of One Company** *Helsinki University Press Kingdom of Nokia tells a fascinating story of corporatism in Finland. How did the mobile phone giant Nokia make the Finnish elite willing to serve the interests of the company? Nokia became a global player in mobile communications in the 1990s, and helped establish Anglo-Saxon capitalism in Finland. Through its success and strong lobbying, the company managed to capture the attention of Finnish politicians, civil servants, and journalists nationwide. With concrete detailed examples, Kingdom of Nokia illustrates how Nokia organised lavish trips to journalists and paid direct campaign funding to politicians to establish its role at the core of Finnish decision-making. As a result, the company influenced important political decisions such as joining the European Union and adopting the euro, and further, Nokia even drafted its own law to serve its special interests. All this in a country considered one of the least corrupt in the world.*

**Mobile Phone Programming and its Application to Wireless Networking** *Springer Science & Business Media This book provides a solid overview of mobile phone programming for readers in both academia and industry. Coverage includes all commercial realizations of the Symbian, Windows Mobile and Linux platforms. The text introduces each programming language (JAVA, Python, C/C++) and offers a set of development environments "step by step," to help familiarize developers with limitations, pitfalls, and challenges.*

**Distance Education for Teacher Training** *Routledge First published in 2002. Routledge is an imprint of Taylor & Francis, an informa company.*

**The Global Smartphone Beyond a youth technology** *UCL Press The smartphone is often literally right in front of our nose, so you would think we would know what it is. But do we? To find out, 11 anthropologists each spent 16 months living in communities in Africa, Asia, Europe and South America, focusing on the take up of smartphones by older people. Their research reveals that smartphones are technology for everyone, not just for the young. The Global Smartphone presents a series of original perspectives deriving from this global and comparative research project. Smartphones have become as much a place within which we live as a device we use to provide 'perpetual opportunism', as they are always with us. The authors show how the smartphone is more than an 'app device' and explore differences between what people say about smartphones and how they use them. The smartphone is unprecedented in the degree to which we can transform it. As a result, it quickly assimilates personal values. In order to comprehend it, we must take into consideration a range of national and cultural nuances, such as visual communication in China and Japan, mobile money in*

Cameroon and Uganda, and access to health information in Chile and Ireland – all alongside diverse trajectories of ageing in Al Quds, Brazil and Italy. Only then can we know what a smartphone is and understand its consequences for people's lives around the world.

**Principles of Marketing** An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

**Mind Tools for Managers 100 Ways to be a Better Boss** John Wiley & Sons "This book helps new and experienced leaders develop the skills they need to be more effective in everything they do. It brings together the 100 most important leadership skills--as voted for by 15,000 managers and professionals worldwide--into a single volume, providing an easy-access solutions manual for people wanting to be the best manager they can be. Each chapter details a related group of skills, providing links to additional resources as needed, plus the tools you need to put ideas into practice. Read beginning-to-end, this guide provides a crash course on the essential skills of any effective manager; used as a reference, its clear organization allows you to find the solution you need quickly and easily"--

**Creating Resilient Supply Chains A Practical Guide Sustainable Energy--without the Hot Air** Uit Cambridge Limited Provides an overview of the sustainable energy crisis that is threatening the world's natural resources, explaining how energy consumption is estimated and how those numbers have been skewed by various factors and discussing alternate forms of energy that can and should be used.

**Designing Interfaces Patterns for Effective Interaction Design** "O'Reilly Media, Inc." Provides information on designing easy-to-use interfaces.

**Business Ethics Head First Java A Brain-Friendly Guide** "O'Reilly Media, Inc." Learning a complex new language is no easy task especially when it s an object-oriented computer programming language like Java. You might think the problem is your brain. It seems to have a mind of its own, a mind that doesn't always want to take in the dry, technical stuff you're forced to study. The fact is your brain craves novelty. It's constantly searching, scanning, waiting for something unusual to happen. After all, that's the way it was built to help you stay alive. It takes all the routine, ordinary, dull stuff and filters it to the background so it won't interfere with your brain's real work--recording things that matter. How does your brain know what matters? It's like the creators of the Head First approach say, suppose you're out for a hike and a tiger jumps in front of you, what happens in your brain? Neurons fire. Emotions crank up. Chemicals surge. That's how your brain knows. And that's how your brain will learn Java. Head First Java combines puzzles, strong visuals, mysteries, and soul-searching interviews with famous Java objects to engage you in many different ways. It's fast, it's fun, and it's effective. And, despite its playful appearance, Head First Java is serious stuff: a complete introduction to object-oriented programming and Java. You'll learn everything from the fundamentals to advanced topics, including threads, network sockets, and distributed programming with RMI. And the new. second edition focuses on Java 5.0, the latest version of the Java language and development platform. Because Java 5.0 is a major update to the platform, with deep, code-level changes, even more careful study and implementation is required. So learning the Head First way is more important than ever. If you've read a Head First book, you know what to expect--a visually rich format designed for the way your brain works. If you haven't, you're in for a treat. You'll see why people say it's unlike any other Java book you've ever read. By exploiting how your brain works, Head First Java compresses the time it takes to learn and retain--complex information. Its unique approach not only shows you what you need to know about Java syntax, it teaches you to think like a Java programmer. If you want to be bored, buy some other book. But if you want to understand Java, this book's for you.

**Investigation Of Competition In Digital Markets Majority Staff Report And Recommendations** Nimble Books In June 2019, the Committee on the Judiciary initiated a bipartisan investigation into the state of competition online, spearheaded by the Subcommittee on Antitrust, Commercial and Administrative Law. As part of a top-to-bottom review of the market, the Subcommittee examined the dominance of Amazon, Apple, Facebook, and Google, and their business practices to determine how their power affects our economy and our democracy. Additionally, the Subcommittee performed a review of existing antitrust laws, competition policies, and current enforcement levels to assess whether they are adequate to address market power and anticompetitive conduct in digital markets. Over the course of our investigation, we collected extensive evidence from these companies as well as from third parties--totaling nearly 1.3 million documents. We held seven hearings to review the effects of market power online--including on the free and diverse press, innovation, and privacy--and a final hearing to examine potential solutions to concerns identified during the investigation and to inform this Report's recommendations. A year after initiating the investigation, we received testimony from the Chief Executive Officers of the investigated companies: Jeff Bezos, Tim Cook, Mark Zuckerberg, and Sundar Pichai. For nearly six hours, we pressed for answers about their business practices, including about evidence concerning the extent to which they have exploited, entrenched, and expanded their power over digital markets in anticompetitive and abusive ways. Their answers were often evasive and non-responsive, raising fresh questions about whether they believe they are beyond the reach of democratic oversight. Although these four corporations differ in important ways, studying their business practices has revealed common problems

**E-learning Methodologies A Guide for Designing and Developing E-learning Courses** Food & Agriculture Org The "E-Learning Methodologies" guide will support professionals involved in the design and development of e-learning projects and products. The guide reviews the basic concepts of e-learning with a focus on adult learning, and introduces the various activities and roles involved in an e-learning project. The guide covers methodologies and tips for creating interactive content and for facilitating online learning, as well as some of the technologies used to create and deliver e-learning.

**Digital Entrepreneurship Impact on Business and Society** Springer Nature This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken

together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work." Gina O'Connor, Professor of Innovation Management at Babson College, USA "This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique "must-read" book because it goes beyond theory and provides practical examples." Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures." Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

**Essentials of Business Research A Guide to Doing Your Research Project** SAGE Written specifically for business students, this best-selling, jargon-free textbook highlights each stage of the research process, guiding the reader through actionable steps and explicitly setting out how best to meet a supervisor's expectations. Easy to navigate and full of practical advice, it shows you how to choose a topic and write a proposal, with easy to follow tips and detailed screenshots and diagrams. Key student features include: 'You're the Supervisor' sections - helps students to meet learning objectives 'Common questions and answers' - real-world advice on how to tackle common challenges Examples from different types of international businesses Detailed guidance on software packages such as SPSS Student case studies Annotated further reading Accompanied by a fully integrated companion website designed to support learning. Free to access, it includes author podcasts, guides to online tools, links to downloadable journal articles, examples of completed projects, PowerPoint slides and students' multiple choice questions to test progress. Available on publication: [www.uk.sagepub.com/jonathanwilson2e](http://www.uk.sagepub.com/jonathanwilson2e). A must-have title for all business and management students; this is the ideal companion for achieving success in your research project. Lecturers/instructors - request a free digital inspection copy here **Engage!, Revised and Updated The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web** John Wiley & Sons The ultimate guide to branding and building your business in the era of the Social Web—revised and updated with a Foreword by Ashton Kutcher Engage! thoroughly examines the social media landscape and how to effectively use social media to succeed in business—one network and one tool at a time. It leads you through the detailed and specific steps required for conceptualizing, implementing, managing, and measuring a social media program. The result is the ability to increase visibility, build communities of loyal brand enthusiasts, and increase profits. Covering everything you need to know about social media marketing and the rise of the new social consumer, Engage! shows you how to create effective strategies based on proven examples and earn buy-in from your marketing teams. Even better, you'll learn how to measure success and ROI. Introduces you to the psychology, behavior, and influence of the new social consumer Shows how to define and measure the success of your social media campaigns for the short and long term Features an inspiring Foreword by actor Ashton Kutcher, who has more than 5 million followers on Twitter Revised paperback edition brings the book completely up to date to stay ahead of the lightning fast world of social media Today, no business can afford to ignore the social media revolution. If you're not using social media to reach out to your customers and the people who influence them, who is? **Computer Literacy BASICS** Cengage Learning Bring your computer literacy course back to the BASICS. COMPUTER LITERACY BASICS: A COMPREHENSIVE GUIDE TO IC3 provides an introduction to computer concepts and skills, which maps to the newest Computing Core Certification (IC3) standards. Designed with new learners in mind, this text covers Computing Fundamentals, Key Applications, and Living Online everything your students need to be prepared to pass the IC3 exam, and finish the course as confident computer users. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. **Technology Transfer and Innovation for Low-Carbon Development** International Development in F Technology Transfer and Innovation for Low-Carbon Development **Interaction Design** John Wiley & Sons **Mathematical Literacy, Grade 10** Study & Master Mathematical Literacy Grade 10 has been especially developed by an experienced author team according to the Curriculum and Assessment Policy Statement (CAPS). This new and easy-to-use course helps learners to master essential content and skills in Mathematical Literacy. The Teacher's File includes: \* a weekly teaching schedule, divided into the four terms to guide the teacher on what to teach \* extra project templates for teachers to choose from \* solutions to all the activities in the Learner's Book. **Ethics for the Information Age** Addison-Wesley Widely praised for its balanced treatment of computer ethics, Ethics for the Information Age offers a modern presentation of the moral controversies surrounding information technology. Topics such as privacy and intellectual property are explored through multiple ethical theories, encouraging readers to think critically about these issues and to make their own ethical decisions. **UNESCO Science Report The race against time for smarter development** UNESCO Publishing **The Busy Coder's Guide to Advanced Android Development** Commonsware, LLC There are many Android programming guides that give you the basics. This book goes beyond simple apps into many areas of Android development that you simply will not find in competing books. Whether you want to add home screen app widgets to your arsenal, or create more complex maps, integrate multimedia features like the camera, integrate tightly with other applications, or integrate scripting languages, this book has you covered. Moreover, this book has over 50 pages of Honeycomb-specific material, from dynamic fragments, to integrating navigation into the action bar, to creating list-based app widgets. It also has a chapter on using NFC, the wireless technology behind Google Wallet and related services. This book is one in CommonsWare's growing series of Android related titles, including "The Busy Coder's Guide to Android Development," "Android Programming Tutorials," and the upcoming "Tuning Android Applications." Table of Contents WebView, Inside and Out Crafting Your Own Views More Fun With ListViews Creating Drawables Home Screen App Widgets Interactive Maps Creating Custom Dialogs and Preferences Advanced Fragments and the Action Bar Animating Widgets Using the Camera Playing Media Handling System Events Advanced Service Patterns Using System Settings and Services Content Provider Theory Content Provider Implementation Patterns The Contacts ContentProvider Searching with SearchManager Introspection and Integration Tapjacking Working with SMS More on the Manifest

Device Configuration Push Notifications with C2DM NFC The Role of Scripting Languages The Scripting Layer for Android JVM Scripting Languages Reusable Components Testing Production **Knowledge-Based Social Entrepreneurship Understanding Knowledge Economy, Innovation, and the Future of Social Entrepreneurship** Springer Social entrepreneurship is on the rise and social enterprises are solving some of the most critical and enduring social problems by using innovative, pragmatic and sustainable business models. Access to knowledge thanks to the Internet and rapid expansion of the knowledge economy are opening new opportunities for social ventures. With knowledge-based social entrepreneurship where knowledge is the primary resource, more pressing social problems can be addressed by using advanced technologies. This book investigates this emerging concept, possibilities that it holds, its place in today's economy, and links bridges between knowledge, innovation, and social entrepreneurship. Academics, entrepreneurs, students, and NGOs will find the theoretical and practical information presented in this book extremely valuable. **Security in Computing** Pearson Education India **The Geography of Transport Systems** Routledge Mobility is fundamental to economic and social activities such as commuting, manufacturing, or supplying energy. Each movement has an origin, a potential set of intermediate locations, a destination, and a nature which is linked with geographical attributes. Transport systems composed of infrastructures, modes and terminals are so embedded in the socio-economic life of individuals, institutions and corporations that they are often invisible to the consumer. This is paradoxical as the perceived invisibility of transportation is derived from its efficiency. Understanding how mobility is linked with geography is main the purpose of this book. The third edition of The Geography of Transport Systems has been revised and updated to provide an overview of the spatial aspects of transportation. This text provides greater discussion of security, energy, green logistics, as well as new and updated case studies, a revised content structure, and new figures. Each chapter covers a specific conceptual dimension including networks, modes, terminals, freight transportation, urban transportation and environmental impacts. A final chapter contains core methodologies linked with transport geography such as accessibility, spatial interactions, graph theory and Geographic Information Systems for transportation (GIS-T). This book provides a comprehensive and accessible introduction to the field, with a broad overview of its concepts, methods, and areas of application. The accompanying website for this text contains a useful additional material, including digital maps, PowerPoint slides, databases, and links to further reading and websites. The website can be accessed at: <http://people.hofstra.edu/geotrans> This text is an essential resource for undergraduates studying transport geography, as well as those interest in economic and urban geography, transport planning and engineering. **Financial Accounting and Reporting** Providing students with the skills to prepare and analyze company-only and consolidated financial statements, this book also looks at the theory behind asset valuation and income determination, and encourages students to develop an awareness of the limitations of conventional financial statements. teaching and learning aids, such as discussion questions, reference to source material, further reading suggestions and worked examples. It is designed for undergraduate 2nd year financial accounting courses, 2nd/3rd year undergraduate business courses, and 1st year MBA/DMS courses. **Responsible AI and Analytics for an Ethical and Inclusive Digitized Society 20th IFIP WG 6.11 Conference on e-Business, e-Services and e-Society, I3E 2021, Galway, Ireland, September 1-3, 2021, Proceedings** Springer Nature This volume constitutes the proceedings of the 20th IFIP WG 6.11 Conference on e-Business, e-Services, and e-Society, I3E 2021, held in Galway, Ireland, in September 2021.\* The total of 57 full and 8 short papers presented in these volumes were carefully reviewed and selected from 141 submissions. The papers are organized in the following topical sections: AI for Digital Transformation and Public Good; AI & Analytics Decision Making; AI Philosophy, Ethics & Governance; Privacy & Transparency in a Digitized Society; Digital Enabled Sustainable Organizations and Societies; Digital Technologies and Organizational Capabilities; Digitized Supply Chains; Customer Behavior and E-business; Blockchain; Information Systems Development; Social Media & Analytics; and Teaching & Learning. \*The conference was held virtually due to the COVID-19 pandemic. **Machine Learning, Optimization, and Data Science 4th International Conference, LOD 2018, Volterra, Italy, September 13-16, 2018, Revised Selected Papers** Springer This book constitutes the post-conference proceedings of the 4th International Conference on Machine Learning, Optimization, and Data Science, LOD 2018, held in Volterra, Italy, in September 2018. The 46 full papers presented were carefully reviewed and selected from 126 submissions. The papers cover topics in the field of machine learning, artificial intelligence, reinforcement learning, computational optimization and data science presenting a substantial array of ideas, technologies, algorithms, methods and applications. **WIPO Technology Trends 2019 - Artificial Intelligence** WIPO The first report in a new flagship series, WIPO Technology Trends, aims to shed light on the trends in innovation in artificial intelligence since the field first developed in the 1950s. **PC Hardware: A Beginner's Guide** McGraw Hill Professional Ideal for PC owners looking for an accessible, easy-to-follow reference, this beginner's guide to PC hardware offers expert advice on every component--processors, motherboards, memory, BIOS, CD-ROM and DVD drives, video cards, and much more. You'll also get details on external devices, including monitors, printers, keyboards, and modems. The book covers both Intel and non-Intel CPUs and USB and AGP ports. **Supply Chain Management Strategy, Planning, and Operation** 'Supply Chain Management' illustrates the key drivers of good supply chain management in order to help students understand what creates a competitive advantage. It also provides strong coverage of analytic skills so that students can gauge the effectiveness of the techniques described. **Study and Master Accounting Grade 11 Teacher's Guide** Study & Master Accounting was developed with the help of practising teachers, and covers all the requirements of the National Curriculum Statement for accounting. **Principles of Management** Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters. Contributing Authors David S. Bright, Wright State University Anastasia H. Cortes, Virginia Tech University Eva Hartmann, University of Richmond K. Praveen Parboteeah, University of Wisconsin-Whitewater Jon L. Pierce, University of Minnesota-Duluth Monique Reece Amit Shah, Frostburg State University Siri Terjesen, American University Joseph Weiss, Bentley University Margaret A. White, Oklahoma State University Donald G. Gardner, University of Colorado-Colorado Springs Jason Lambert, Texas Woman's University Laura M. Leduc, James Madison University Joy Leopold,

Webster University Jeffrey Muldoon, Emporia State University James S. O'Rourke, University of Notre Dame **Viet Nam Technical and Vocational Education and Training Sector Assessment** This report examines how technical and vocational education and training (TVET) in Viet Nam can be improved to increase the country's global competitiveness. Following three decades of sustained economic growth, in 2009, Viet Nam graduated to become a lower middle-class country. However, despite ample foreign direct investment, labor productivity remains low. Improved TVET will help boost labor productivity in Viet Nam by developing skilled workers that meet market demands. Recommendations in this report focus on reforms in the governance structure, organization, and management of TVET; effective teaching of the right skills; greater enterprise-based training and financial support; and more inclusive access to higher quality training. **The Smartphone Paradox Our Ruinous Dependency in the Device Age** Springer *The Smartphone Paradox* is a critical examination of our everyday mobile technologies and the effects that they have on our thoughts and behaviors. Alan J. Reid presents a comprehensive view of smartphones: the research behind the uses and gratifications of smartphones, the obstacles they present, the opportunities they afford, and how everyone can achieve a healthy, technological balance. It includes interviews with smartphone users from a variety of backgrounds, and translates scholarly research into a conversational tone, making it easy to understand a synthesis of key findings and conclusions from a heavily-researched domain. All in all, through the lens of smartphone dependency, the book makes the argument for digital mindfulness in a device age that threatens our privacy, sociability, attention, and cognitive abilities. **Consumer Behaviour in Action** *Consumer Behaviour in Action* introduces marketing students to the fundamental concepts of consumer behaviour in a contemporary context. The text provides a distinctly balanced approach as it balances theory with practical applications and research methods for understanding consumers. Practical examples and case studies provide global, regional and local industry examples. Research and insights from fields such as psychology, sociology and complex systems are included. Extended cases studies covering topics such as Nike, Cricket Australia, Target, and McDonalds in overseas markets, draw together each part of the book to bring together the themes discussed and encourage students to encourage a deeper understanding of the material. The accompanying enriched eBook and supplementary digital resources provides superior ready-to-use support for both students and lecturers.