

ITC Research Student Seminar 2017-18

Date : 24 November 2017 (Friday)
Time : 4:00 pm – 5:00 pm
Venue : Room ST602, 4D Theatre, The Hong Kong Polytechnic University

Speaker : NG Keng Hong (PhD Student)
Topic : Effect of Enterprise Communications Initiatives on Firm Market-based Value

Speaker : WAN Ka Wing Frances (PhD Student)
Topic : Effects of heel heights and high-heel experience on foot stability during quiet standing

Abstracts

Topic: Effect of Enterprise Communications Initiatives on Firm Market-based Value

Information and communications technologies have been ubiquitously used by firms to facilitate internal value-adding activities such as employee collaboration and work coordination. However, the effect of deploying such enterprise communications technology on firm value is rarely systematically studied using objective data. Over the last decade, technological advances in enterprise communications systems have resulted in various novel opportunities for actions within organizations. Companies with operations across many geographical and poorly accessible locations unified their communications by deploying new enterprise communications technologies. Other companies deployed digital mobile applications, social tools, corporate blogs, online communities, and collaboration platforms to improve employee communication activities such as sharing of diverse types and formats of contents with one another. In this study, we propose that firms deploying enterprise communications initiatives generate higher firm value as a result. Such value is generated from the novel technological opportunities for users to improve on communications within the firm. We adopt the event-study approach and conducted both parametric and non-parametric tests using a sample of 119 firms. Results indicate that firms which deployed enterprise communications initiatives, on average, achieved significantly better firm-value one year after such deployment.

**Topic: Effects of heel heights and high-heel experience
on foot stability during quiet standing**

The use of high-heeled shoes (HHS) introduced instability to the wearer's balancing equilibrium. A study was carried out to investigate the effects of heel heights and high-heel experience on foot stability during quiet standing and through analyzing the trajectories and velocities of center of pressure (COP) in both medial-lateral (ML) and antero-posterior (AP) directions.

20 young female subjects (10 regular and 10 non-regular HHS wearers) were recruited to perform quiet standing tasks when wearing shoes of heel heights at 1cm, 5cm, 8cm and 10cm. Plantar pressures and COP-related values were recorded and computed. Effects of heel heights on foot stability were analyzed through one-way repeated measures ANOVA (RANOVA), followed with Bonferroni post hoc test for pairwise comparisons. The effects of high-heel experience were analyzed through independent samples t-tests.

The use of HHS was found to worsen postural stability. The variances of COP in both ML and AP directions increase with heel heights, but significant differences were identified only in ML direction. The adverse effects starts to accentuate when heel height reaches 8cm and become even worse at 10cm. High heel experience, however, appears to help maintaining one's postural control in high heeled conditions.

~ All are welcome ~