

## REFERENCES

---

Ahmed, M. K., Yusof, N. And Said, I. (2011). "*Introducing innovation in a housing development firm in Malaysia*", Emerald.

Aitken L., Brough, E., Norton, G. and Foster, J. (1995). *Industry and Community participation in Agricultural Extension*. An Integrated Pest.

Alexander,L.D. (1985). "*Successfully Implementing Strategic Decisions*", Long Range Planning, 18 (3), (p. 91-97).

Andrews, J. and Smith, D.C. (1996). "In search of marketing imagination: factors affecting the creativity of marketing programs for mature products", *Journal of Marketing Research*, Vol. 33, May: (p. 17-37).

Ansoff, H.I. and McDonnell, E.J. (1990). *Implanting Strategic Management*. London: Prentice-Hall International Ltd.

Ash, J. (1997). Organizational Factors that Influence Information Technology Diffusion in Academic Health Sciences Centers (1997) *JAMIA* Vol. 4, (p.102-111).

Babbie, Earl.1989. "*The Practice of Social Research*". 5th edition. Belmont CA: Wadsworth

Babbie, I. (1992). "*The practice of social research*", 6th edn. Belmont, CA: Wadsworth.

Bakker, E.S. and Olf. H., (2003). "Impact of different-sized herbivores on recruitment opportunities for subordinate herbs in grasslands", *Journal of Vegetation Science*, [Vol. 14, \(4\)](#), (p. 465–474).

Banyte, J. & Salickaite, R., (2008). "*Successful Diffusion and Adoption of Innovation as a Means to Increase Competitiveness of Enterprises*", Engineering Economics, No.1 (56) **Barriers to adoption of sustainable agriculture practices: Change agent perspectives.**

Benbasat, I., Goldstein D. K., and Mead M. (1987). *The case research strategy in studies of information systems*. MIS Quarterly, 11(3), (p. 369-386).

Bentley, J. and Andrews, K. (1996). "*Through the road blocks: IPM and Central American small holders*". Gatekeepers Series No.56. London (UK): International Institute for Environment and Development.

Bernama, "Achieving high yield in rice production", The Star, February 8th, 2010

Bero, L.A., Grilli, R. and Grimshaw, J.M. (1998). *Closing the Gap between Research and Practice: An overview of systematic reviews of interventions to promote the implementation of research findings*, BMJ, (317), (p. 465-468).

Bertodo, R. (1990). "Implementing a Strategic Vision", Long Range Planning, 29 (6), (p. 50-53).

Biemans, W.G. (1990). "The managerial implications of networking", *European Management Journal*, Vol. 8 No. 4: (p 529-540).

Biemans, W.G. (1992). "Managing Innovation within Networks", Routledge, London.

Birch, A. N. E., Begg, G.S. and Squire, G.R., (2011), "How agro-ecological research helps to address food security issues under new IPM and pesticide reduction policies for global crop production systems", *Journal of Experimental Botany*, Vol. 62 (10),( p. 3251-3261).

Blau, P. M. (1977). "Inequality and heterogeneity". New York: Free Press.

Bogdan, R. C. and Biklen, S. N. (1997). "Qualitative Research for Education". An introduction to theory and methods.

Bouchard, T. J. Jr. (1976). "Unobtrusive measures: An inventory of uses." *Sociological Methods and Research*, 4: (p. 267-300).

Bryman, A.(1988). *Quantity and quality in social research*. London : Unwin Hyman.

Burgess, R.G. (1982). "The Unstructured Interview as a Conversation in R.E. Burgess (ed), *Field Research: A Sourcebook and Field Manual*", London: George Allen and Unwin Ltd. (p. 107)

Burke, R., Kenney, B., Kott, K. and Pflueger, K. (2001). Success or Failure: *Human Factors in Implementing New Systems*. Available at <http://www.educause.edu/ir/library/pdf/EDUo152.pdf>. Accessed July 31, 2008.

Burt, R.S. and Knez, M. (1995). "Kinds of third-party effects on trust". *Rationality and Society*, 7, (p. 255-292).

Burton, M., Tomlinson, M., and Young, T. (1994). Consumers Decisions Whether or Not to Purchase Meat – a Double Hurdle analysis of Single Adult Households. *Journal of Agricultural Economics*, Vol. 45: (p 202-212).

Campbell, D.T., and D.W. Fiske (1959). *Convergent and Discriminant Validation by the Multitrait-multimethod Matrix*: Psychological Bulletin, 56: (p. 81-105).

Carlsson, B. (2006). "Internationalization of innovation systems: a survey of the literature", *Research Policy*, Vol. 35, (p.56-67).

Carpenter, M.A. (1986). "Planning versus Strategy- Which Will Win?", *Long Range Planning*, 29 (6), (p. 50-53).

Casey, B., Metcalf, H., and Millward, N. (1997). *Employers' Use of Flexible Labour*. London: Policy Studies Institute.

Cash, D. W., (2001). "In Order to Aid in Diffusing Useful and Practical Information": Agricultural Extension and Boundary Organizations Science, *Technology & Human Values*, Vol. 26, (p. 431-453).

Cefis, E. and Marsili, O., (2005). "A matter of life and death: innovation and firm survival", *Journal of Industrial and Corporate Change*, Vol. 14 (6), (p. 1167-1192).

Chakravatky, B. and Lorange, P. (1984). Managing Strategic Adaption: *Option in Administrative System Design, Interface*, 14, (p. 34-46).

Chambers, R.(1983). *Rural Development: putting the last first*. London :Longman.

Cohen, J. (1988). *Statistical power analysis for the behavioural sciences* (2<sup>nd</sup> edn). Hillsdale: Lawrence Earlbaum Associates.

Coleman, J.S. (1988). *Social capital in creation of human capital*. *American Journal of Sociology*, 94, (p. 95-120).

Conway, G.R. and Pretty, J.N. (1991). *Unwelcome harvest: Agriculture and Pollution*, Earth scan Publ., London.

Conway, G.R. and Barbier, E.D. (1990). *After the Green Revolution; Sustainable Agriculture for Development*. Earth Scans Publication. London.

Cooper, R.G. (1993). *Winning at New Products: Accelerating the Process from Idea to Launch*, 2<sup>nd</sup> ed., Addison-Wesley, Reading, MA

Cooper, R.G. and Brentani, U. (1991). "New industrial financial services: what distinguishes the winners", *Journal of Products Innovation Management*, Vol. 8 No. 1: (p 75-90).

Coulson and Thomas, C. (1992). "Strategic Vision or Strategic Con?: Rhetoric or Reality?", *Long Range Planning*, 25 (1), (p. 81-89).

Cronbach, L. J. (1975). "Beyond the two disciplines of scientific psychology," *American Psychologist*, 30: (p. 116-127).

Damanpour, F. & M. Schneider, (2006). "Initiation, Adoption, and Implementation of Innovation: Effects of Context, Organization, and Leaders," *British Journal of Management*, Vol. 17, (p. 215-236).

Danneels, E. and Kleinschmidt, E.J. (2001). "Product innovativeness from the firm's perspective: its dimensions and their relation with product selection and performance", *The Journal of Product Innovation Management*, Vol. 18 No. 6: (p. 357-373).

[Dasgupta](#), S., Meisner, C. And Wheeler, D., (2007). "Is Environmentally Friendly Agriculture Less Profitable for Farmers? Evidence on Integrated Pest Management in Bangladesh" [Applied Economic Perspectives and Policy](#), Vol. [29](#), (1), (p. 103-118).

Delphy, C., and Leonard, D. (1992). *Familiar exploitation: a new analysis of marriage in contemporary western societies*. Cambridge: Polity 1992.

Denzin, N. K. (1989). *The research act: A theoretical introduction to sociological methods*, 3rd edn.. Englewood Cliffs NJ Prentice-Hall.

Denzin, N.K. (1978). *The Research Act*, 2<sup>nd</sup> edn. New York: McGraw-Hill, (p. 302).

Desouza, K. C. et. al., (2009), "Crafting organizational innovation processes" *Innovation: management, policy & practice* (2009) 11: (p.6-33).

Dex, S., Willis, J., Paterson, R., and Sheppard, E. (2000). Freelance workers and contract uncertainty: The effects of contractual changes in the television industry. *Work Employment and Society*, 14: (p. 283-305).

Dickson, K.E. and Hadjimanolis, A. (1998). "Innovation and networking amongst small manufacturing firms in Cyprus", *International Journal of Entrepreneur Behaviour & Research*, Vol. 4 No. 1: (p. 5-17).

DiMaggio, P. J. and Powell, W.W. (1983). "The Iron-Cage Revisited: Institutional Isomorphism and Collective Rationality in Organizational Fields". *American Sociological Review* 48 (2), (p. 147-60).

Dodgson, M., Gann, D and Salter, A., (2008). *The Management of Technological Innovation*, Oxford University Press Inc., New York.

Doyle, P. (1998). "Innovate or die", *Marketing Business*, Vol. 20: (p 3).

Drejer, A. (2002). "Situation for innovation management: towards a contingency model", *European Journal of Innovation Management*, Vol. 5 No. 1: (p 4-17).

Drucker, P.F. (1985). *Innovation and Entrepreneurship*, Harper & Row, London.

Ehigie, B.O. and E. B. McAndrew, (2005). "Innovation, diffusion and adoption of total quality management (TQM)", *Management Decision*, Vol. 43 Iss: 6, (p.925 – 940).

Eisner, E.W. (1991). *The enlightened eye: Qualitative inquiry and the enhancement of educational practice*. New York, NY: Macmillan Publishing Company. (p. 36).

Emory, C. W. (1980). *Business research methods*. Homewood IL: Irwin.  
*Encyclopedia Britannica*, available at: <http://search.eb.com/eb> (November 22, 2004).

EU (1995). "Green paper on innovation. December 1995", European Commission, available at: <http://europa.eu.int/en/record/green/gp002en.doc> (November 22, 2004)

Fagan, C. and Ward, K. (2003). Regulatory Convergence? Non-Standard Work in the UK and the Netherlands. In S. Houseman, and M. Osawa (Ed.), *Non-Standard work in Developed Economies: Causes and Consequences*: (p 53-87). Kalamazoo, Michigan: Upjohn Institute for Employment Research.

Fagan, C., and Rubery, J. (1996). The salience of the part-time divide in the European Union. *European Sociological Review*, 12: (p 227-250).

Festinger, L. (1954). *A theory of social comparison processes*. *Human Relations*, 7: (p. 114-140).

Figart, D.M. (1997). Gender As More Than a Dummy Variable: Feminist Approaches to Discrimination. *Review of Social Economy*, 55:1: (p 1032).

Fliegel, F.C. and Kivlin, J. F. (1962). *Differences among improved farm practices as related to adoption*. University Park, PA: Pennsylvania Agricultural Experiment Station Research Bulletin 691.

Folbre, N. (1994). *Who Pays for the Kids? Gender and the Structures of Constraint*. London: Routledge.

Foster, J., Norton, G. and Brough, E. (1996). The Role of Problem Specification Workshops in Extension: An IPM Example, *Journal of Extension*, 33, 4, (p.1-7).

Fowler, P. and Levine, L. (1990). "A conceptual framework for software technology transition". Technical report CMU/SEI-93-TR-1. Found at [www.sei.cmu.edu](http://www.sei.cmu.edu).

Frankfort, N.C. and Nachmias, D. (1996). *Research methods in social sciences*. New York: St. Martin's Press, Inc.

Freeman, C. (1982). *The Economics of Industrial Innovation*, Frances Pinter, London.

Freeman, C. (1991). in *Handbook of organizational change and innovation*, By Marshall Scott Poole, Andrew H. Van de Ven. Oxford University Press.

Gallagher, K.D. (1994). *Judicious use of insecticides deters plant hopper outbreaks and extends the role of resistant varieties in Southeast Asian rice*, (p. 559-614). In Denno,

R.F. and Perfect, T.J. (Eds.) *Plant hoppers: Their Ecology and Management*. Chapman and Hall, London.

Geertz, C. (1973). *The Interpretations of Cultures*. New York, Basic Books.

Geoghegan, W.H. (1994). *Whatever Happened to Instructional Technology?* Paper presented at the 22<sup>nd</sup> Annual Conference of the International Business Schools Computing Association, Baltimore, Maryland, July 17<sup>th</sup> - 20<sup>th</sup>.

Goldman, H.H., Morrissey, J.P., Frank, R.G., Newman, S.J. and Kennedy, C. (1992). *Lessons from the program on chronic mental illness*, *Health Affairs*, 11(3): (p. 51-68).

Goodell, G. (1984). *Challenges to integrated pest management research and extension in the third World. Do we really want IPM to work?* *Bulletin of the Entomological Society of America*, 30. (p. 18-26).

Granovetter, M. (1973). *'The strength of weak ties'*, *American Journal of sociology*, 78 (6), (p. 1360-1380).

Granovetter, M. (1992). *Problems of explanation in economic sociology*. In N. Nohria and R. G. Eccles (Eds.), *Networks and organization: Structure, form and action*, Boston: HBS Press. (p. 25-56).

Green, G.C. and Hevner, A.R. (2000). *The Successful Diffusion of Innovations: Guidance for Software Development Organisations*, *IEEE Software Journal*, Nov/Dec, (p. 96-103).

Greenwood, P. and Thomas, H. (1981). "A Review of Analytical Models in Strategic Planning". *Omega*, 9 (4), (p. 397-417).

Gruber T. (2011). I want to believe they really care: How complaining customers want to be treated by frontline employees. *Journal of Service Management*, March 2011, Vol. 22 (1), (p.85-110).

Hack, M.D. (2000). "The competitiveness monitor applied on the cut flower industry". *ISHS Act of Horticulture*, Vol. 524: (p 169-176).

Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. and Tatham, R. L. (2006). *Multivariate Data Analysis* (6<sup>th</sup> ed). Pearson: New Jersey.

Harding, S. (1995). Can Feminist Thought Make Economics More Objective. *Feminist Economics*, 1:1: (p 7-32).

Harding, S. (2001). "Against epistemological chasms: The science question in feminism revisited": Can democratic values and interests ever play a rationally justifiable role in the evaluation of scientific work? *Signs*, 26: (p 511-525).

Heinrichs, E.A. and Mochida, O. (1984). *From secondary to major pest status: the case insecticide induced rice brown plant hopper, Nilaparvata lugens, and resurgence. Protection Ecology*, 7, (p. 201-218).

Heong K.L. (1996) *.Pest Management in Tropical Rice Ecosystems: New paradigms for Research*. 1<sup>st</sup> edn. (p. 139-154).

Heong K.L., Escalada, M.M. and Lazaro A.A. (1992). *Pest management practices of rice farmers in Leye, Philippines* 55 p. Los Banos: IRRI.

Heong, K.L. and Escada, M.M. (1997). *Perception change in rice pest management: A case study of farmers' evaluation of conflicts information*. J. Applied Communications (in press).

Heong, K.L., Escalada, M.M and Vo Mai.(1994). *An analysis of insecticide use in rice: case studies in the Philippines and Vietnam*. International Journal of Pest Management, 40, (p.173-178).

Heong, K.L. and Schoenly, K.G. (1997). *Impact of insecticides on pest-natural enemy communities in tropical rice ecosystems*. (P.Haskell Ed.) "Ecotoxicology: Pesticides and Beneficial Organism" (in press).

Hansen, P.B. (2009). An analysis of strategy implementation in a hospital using cognitive maps, *RAE: Revista de Administração de Empresas*, Vol. 49 Issue 4,( p 434-446)

Helen L. et. al., (2011), Product Service Systems and supply network relationships: an exploratory case study, *Journal of Manufacturing Technology Management*; Mar2011, Vol. 22 Issue 3, (p 293-313), 21p.

Hua, L. L. and Zhang, W.Y., (2010). “Analysis on influencing variables of knowledge flow among SC enterprise”, [Management Science and Engineering \(ICMSE\), International Conference on](#) 2010.

Huang, J., Hu, R., Rozelle, S. And Pray, C., (2005) . “Insect-Resistant GM Rice in Farmers' Fields: Assessing Productivity and Health Effects in China”, *Science*, Vol. 308 no. 5722,(p. 688-690).

Jaccard, J.J., Helbig, D.W., Wan, C.K., Gutman, M.A. and Kritz-Silverstein, D.C. (1990). Individual differences in attitude-behavior consistency: The prediction of contraceptive behavior. *Journal of Applied Social Psychology*, 20: (p 575-617).

Jick, T. (1979). *Mixing qualitative and quantitative methods, triangulation in action*. Administrative Science Quarterly, 24: (p. 602-611).

Johannessen, J.A., Olsen, B. and Lumpkin, G.T. (2001). “Innovation as newness: what is new, how new and new to whom?” *European Journal of Innovation Management*, Vol. 4 No. 1: (p 20-31).

Johne, A. (1999). “Successful Market Innovation”, *European Journal of Innovation Management*, Vol. 2 No. 1: (p 6-11).

Jones, O., Conway, S. and Steward, F. (1998). `Introduction: Social Interaction and Innovation Networks', *International Journal of Innovation Management (Special Issue)* 2:2, (p 123-136).

Judd, C. M., Smith, E. K., and Kidder, L. H. (1991). *Research methods in social relations* (6th ed.). Fortworth, TX Holt, Rinehart and Winston.

Judge, W.O., Fryxell, G.E. and Dooley, R.S. (1997). “The new task of R&D management creating goal directed communication for innovation”, *California Management Review*, Vol. 39 No. 3: (p 72-84).

Kellinghusen, G. and Wubbenhorst, K. (1990). “*Strategic Control for Improved Performance*”, Long Range Planning, 23, 3: (p. 30-40).

Kenmore, P.E. (1980). *Ecology and Outbreaks of a Tropical Insect Pest of the Green Revolution, The Rice Brown Plant hopper, Nilaparvata lugens (Stal.)* PhD Thesis University of California, Berkeley.

Kenmore, P.E., Carino, F.O., Perez, C.A., Dyck, V.A. and Gutierrez. A.P. (1984). Population regulation of the rice brown plant hopper (*Nilaparvata lugens* Stal.) within rice fields in the Philippines. *Journal of Plant Protection in the Tropics*, 1, (p. 19-37).

Kenmore, P.E., Lit Singer, J.A., Bandong, J.P., Santiago, A.C. and Salac, M.M. (1987). *Philippines rice farmers and insecticides Thirty years of growing independency and new options for change*. In Tait, J. and Napompeth, B. (eds.) “*Management of Pests and*



*Pesticides-Farmers' Perceptions and Practices*". West view Press, Boulder Colorado. (p. 98-108).

Kerlinger, F. N. (1986). *Foundations of behavioral research*. Fort Worth, TX: Harcourt Brace Jovanovich.

Kijsanayotin, B., et. al., (2009). Factors influencing health information technology adoption in Thailand's community health centers: Applying the UTAUT model, *International Journal of Medical Informatics (formerly International Journal of Bio-Medical Computing)*; June 2009, Vol. 78 Issue: Number 6.( p 404-416), 13p.

**King, S. F., and Burgess, T. F. (2006).** "Beyond critical success factors: A dynamic model of enterprise system innovation", [\*International Journal of Information Management\*, Volume 26, \(1\), \( p. 59-69 \)](#).

Kotabe, M. and Swan, K.S. (1995). "The role of strategic alliances in high technology new product development", *Strategic Management Journal*, Vol. 16 No. 8: (p 621-636).

Krejcie, R.V. and Morgan, D.W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*. 3: (p. 607-610).

Lamb, C. W., J.F. Hair, C. McDaniel (2004). *Marketing*, Thompson.

Lee, A. S. (1991). "Integrating positivist and interpretive approaches to organizational research". *Organization Science*, 2(4), (p.342-365).

Lee, J. H, et. al., (2010). Critical Success Factors in SOA Implementation: An Exploratory Study, *Information Systems Management*, 27: (p123-145).

Lim, G.S. and Heong, K.L. (1994). "The Role of Insecticides in Rice Integrated Pest Management", (p. 19-39) *In Proceedings: FAO/IRRI Workshop on Judicious and Efficient Use of Insecticides on Rice*. IRRI, Los Banos, The Philippines.

Liu, X., Zou, H. (2008), "The impact of greenfield FDI and mergers and acquisitions on innovation in Chinese high-tech industries", *Journal of World Business*, Vol. 43 (p.352-364).

Lorange, P. and Murphy, D. (1984). *Consideration in Implementing Strategic Control*, *Journal of Business Strategy*, 4 (4), (p. 27-35). MacMillan, (p. 236-273).

Luarn, P., et.al., (2005). Non-enforceable implementation of enterprise mobilization: An exploratory study of the critical success factors, *Industrial Management & Data Systems*; August 2005, Vol. 105 Issue: Number 6 (p786-814), 29p.

Macneil, I. R. (1978). "Contracts: Adjustment of Long-Term Economic Relations Under Classical, Neoclassical, and Relational Contract Law. "Northwestern University Law Review 72 (January-February), (p. 854-905).

Martin, J. (1979). "Business Planning: The Gap between Theory and Practice", *Long Range Planning*, 12, (p. 25-29).

Maru, A. (2002). "A normative model for agricultural research information systems". International Service for National Agricultural Research, The Hague, The Netherlands.

Matteson, P.C., (2000). *Insect pest management in tropical Asian irrigated rice*. Ann. Rev. Entomol, 45: (p 549-574).

McAlearney, A.S., et.al., (2010). Perceived efficiency impacts following electronic health record implementation: An exploratory study of an urban community health center network, *International Journal of Medical Informatics (formerly International Journal of Bio-Medical Computing)*; December 2010, Vol. 79 Issue: Number 12 ,(p 807-816), 10p.

McCorkle, C.M. (1989). "Towards knowledge of local knowledge and its importance for agricultural R&D", *Agriculture and Human Values*, Vol. 6 No.3: (p 4-12).

Meyer, J. W. and Rowan, B. (1977). "*Institutionalized Organizations: Formal Structure vs Myth and Ceremony*." American Journal of Sociology 83 (2), (p. 340-63).

Miles, M., and Huberman, A. (1994). *An expanded sourcebook: "Qualitative data analysis"*. Thousand Oaks: Sage Publications.

Miller, A. (2009) "A perception-influence model for the management of technology implementation in construction", *Construction Innovation: Information, Process, Management*, Vol. 9 Iss: 2, pp.168 - 183

Mintzberg, H. (1979). *The Structuring of Organizations*. Paperback - Jan 7, 1979. (p. 587).

Morris, J.H., Sherman, J.D. and Mansfield, E.R. (1986). Failures to detect moderating effects with ordinary least squares-moderated multiple regression: Some reasons and remedy. *Psychological Bulletin*, 99: (p 282-288).

Motohashi, K., Yun, X. (2007), "China's innovation system reform and growing industry and science linkages", *Research Policy*, Vol. 36. (p.1251-1260).

Motwani, J. et.al., (2005). Critical factors for successful ERP implementation: Exploratory findings from four case studies, *Computers in Industry; August 2005*, Vol. 56 Issue: Number 6.( p 529-544), 16p.

Mui, C. (2006) .‘Edge’ technologies go mainstream. *Optimize*, April, 54.

Muller, H. (2011). The transformational CIO : leadership and [innovation](#) strategies for IT executives in a rapidly changing world, Hoboken, N.J. : Wiley .

Naylor, R.L., Battisti, D.S., Vimont, D. J., Falcon, W. P and Burke, M.B., (2007), “Assessing risks of climate variability and climate change for Indonesian rice agriculture”, PNAS 2007, Vol. **104** (19), (p. 7752-7757).

Nelson, J. A. (1995). *Feminism, objectivity and economics*. London: Routledge.

Neuman, W.L. (1997). *Social Research Methods*. Boston, MA. Allyn and Bacon.

New Straits Times, January 3, 1998.

New Straits Times, October 29, 1997.

NGAI, E.W.T, et. al., (2004), Critical success factors of web-based supply-chain management systems: an exploratory study, *Production Planning & Control*, Vol. 15, No. 6, September, (p 622–630).

Norton, G.A. and Mumford, J.D. (1993). *Decision tools for pest management*. Oxford (UK): CAB International.

Nutt, P.C. (1987). *Selecting Tactics to Implement Strategic Plans*, Strategic Management Journal, 8 (1), 1987.

Ojasalo, J. (2003). “Using market information in generating and selecting ideas in new product development – results from an empirical study on innovations management in the software business”, *The Business Review*, Vol. 1 no. 1: (p 71-76).

Ojasalo, J. and Olkkonen, R. (2005). “Brand building in software product development: an empirical study”, in Pujana, N. and Vanany, I. (Eds), *Proceeding of the International Conference on Operations and Supply Chain Management, Bali, Indonesia, December 15-17, 2005: (Q 1-7)*

.

Oppenheim, A.N. (1966). *Questionnaire design and attitude measurement*. New York : Basic Books, Inc..

O’Reilly, C.O. (1989). “Corporations, Culture and Commitment: motivation and social control in large organisations”, *California Management Review*, Summer: (p 9-25).

Pandey, S. and Medd, R.W. (1990). *Integration of Seed and Plant Kill Tactics for Control of Wild Oats: An Economic Evaluation*. Agric. Syst. 34: (p. 65-76).

Pannekoek, L. (2004). “Key success factors of innovation in Dutch glasshouse industry”, Management Studies Group, Wageningen University, Wageningen..

Passioura, J (2007), “The drought environment: physical, biological and agricultural perspectives”, *Journal of Experimental Botany*, Vol 58 (2), (p. 113-117).

Patton, M.Q. (1990). *Qualitative Evaluation and Research Methods*. Newbury Park, Calif: Sage Publications, Inc. (p. 55).

Peay, J.R. (1997). *Critical Factors in Technology Success*, Fifth National Court Technology Conference, National Centre for State Courts.

Peter, T.J. and Waterman, R.H. (1982). *In Search of Excellence*. New York: Harper & Row.

Pfeffer, J. and Salancik, G.R. (1978). *The external control of organizations: A resource dependence perspective* New York: Harper and Row.

Pimentel, D., Hepperly, P., Hanson, J., Doubs, D. and Seidel, R., (2005). "Environmental, Energetic, and Economic Comparisons of Organic and Conventional Farming Systems", *BioScience*, Vol 55(7), (p. 573-582).

Pingali, P.L., and Xuat, V.T. (1992). *Vietnam: decollectivization and rice productivity growth*. *Economic Development Cultural Change* 40: (p. 697-718).

Pollard, C., & Carter-Steel, A., (2009). Justifications, Strategies, and Critical Success Factors in Successful IT Infrastructure Library Implementations in U.S. and Australian Companies: An Exploratory Study, *Information Systems Management*, 26: (p 164–175).

Portney L. & Watkins, M. (2007). *Foundations of Clinical Research: Applications to Practice*, Infirmes, Sage-Feeme.

Quinn, J.B. (1987). *Managing Strategic Change*, Sloan Management Review, New York: Oxford University Press. Reading, MA: Addison-Wesley Publishing.

Quinn, J.B. (2000). "Outsourcing innovation: the new engine of growth" *Sloan Management Review*, Vol. 41 No. 4: (p 13-28).

Rasiah, R. (2011). "The Role of Institutions and Linkages in Learning and Innovation", *International Journal of Institutions and Economies*, Vol. 3, No. 2, July 2011, (p.165-172).

Reganold, J. (1995). "Soil quality and profitability of biodynamic and conventional farming systems: a review", *Am*.

Reid, D.M. (1989). *Operationalising Strategic Planning*, *Strategic Management Journal*. 10, (p. 553-567).

Reid, G.C. (1999). "Complex actions and simple outcomes: how new entrepreneurs stay in business", *Small Business Economics*, Vol. 13, No. 4: (p 303-315).

Renata Tesch (1990). *Qualitative research: Analysis types and software tools*, Volume 337; Routledge Falmer, London.

Ribbens, J. and Edwards, R. (1998). *"Feminist dilemmas in qualitative research: public knowledge and private lives"*. London: SAGE Publications.

Ridderstrale, J. (2000). *Business Moves Beyond Bureaucracy*. Mastering Management, Financial Times, November.

Rist (1977). "On the Relations Among Educational Research Paradigms from Disdain to Dissent." *Anthropology and Education*, 8: (p. 42-49) .

Rogers, E.M. (1960). *The diffusion of innovations*, 1<sup>st</sup> edn. New York: Free Press.

Rogers, E.M. (1960). *The diffusion of innovations*, 4th edn. New York: Free Press.

Rogers, E.M. (1986). *Communication: The New Media in Society*. New York: Free Press.

Rogers, E.M. (1995). *Diffusion of innovations*, 4th edn. New York: Free Press. (p. 10).

Rola, A.C. and Pingali, P.L. (1993). *Pesticides, Rice Productivity and Farmers' Health: An economic Assessment*. International Rice Research Institute, Los Banos, Philippines.

Rolling, N. (1988). *Extension Science: Information System in Agricultural Development*, Cambridge University Press, New York, NY.

Rossiter, M.W. (1975). *The Emergence of Agriculture Sciences*. Yale University Press, New Haven. (P. 177).

Russell K. S. (2006). "Investigating the Social World," 5th ed. Pine Forge Press).

Ryan, B. and Gross, N.C. (1943). *The Diffusion of Hybrid Seed Corn in two Iowa communities*. *Rural Sociology* (8) (p. 15-24)

Salaman, G. (2000). *Understanding Business Organsations* Hoboken : Taylor & Francis Ltd .

Salancik, G. and Pfeffer, J. (1978). *A social information processing approach to job attitudes and task design*. *Administrative Science Quarterly*, 23, (p. 224-253).

Saver, R. (1990). "Meeting the challenges to agricultural research and extension", *American Journal of Alternative Agriculture*, Vol.5 No.4: (p 184-187).

Schiffman , L.G. and Kanuk, L.L., (2004). *Consumer Behaviour*, Prentice Hall.

Shetty, P. K., (2004), "Socio-Ecological Implications of Pesticides Use in India", *Economic and Political Weekly*, Vol. 39, No. 49 (Dec. 4-10, 2004), (p. 5261-5267).

Schooler, S.S., Salau, B., Julien, M.H. and Ives, A.R., (2011), "Alternative stable states explain unpredictable biological control of *Salvinia molesta* in Kakadu", *Nature*, Vol 470, (p. 86-89).

Sefton, J.A. and Veld, J.W. (1999). *Consumption and wealth: An international comparison*. *Manchester School*, 67: (p 525-544).

Sieber, S. (1973). "The integration of field work and survey methods." *American Journal of Sociology*, 78: (p. 1335-1359).

Solomon, M.R., et. al., (2002). *Consumer Behaviour, European Perspective*. Prentice Hall.

Stahle, P., Sotarauta, M. and Poyhonen, A. (2004). "Innovation and Social Networks" Tulevaisuusvaliokunta, Teknologian arviointeja 19, Eduskunnan kanslian julkaisu 6/2004, Helsinki, Finland.

Stebbins, R.A.(2001). *Exploratory Research in the Social Sciences. Sage University Papers Series on Qualitative Research Methods*, Vol.48. Thousand Oaks, CA: Sage.

Stern, V.M., Smith, R.F., Van Den Bosch, R. and Hagen, K.S.(1959). "The Integrated Control Concept", *Hilgardia*, 29, (p. 81-101).

Steve Snyder, Wen S. Chern, (2008). "The impact of remittance income on rural households in China", *China Agricultural Economic Review*, Vol. 1 Iss: 1, (p.38 – 57).

Strauss, A. and Juliet, C. (1990). *Basics of Qualitative Research: Grounded Theory Procedures and Techniques*. Newbury Park, CA: Sage Publications.

Sudman, S. and Bradburn, N. (1982). *Asking Questions: A Practical Guide to Questionnaire Design*. San Francisco: Jossey-Bass.

Swanson-Fisher, R.W. (2004). *Diffusion of Innovation Theory for Clinical Change*. *MJA* (180), (p. S55-S56).

Tautila, V.P., Suomala, J., Siltala, R. and Keskinen, S. (2006). "Framework to study the social innovation networks", *European Journal of Innovation Management*, Vol. 9 No. 3: (p 312-316).

Tan, W., Cater-Steel, A., Toleman, M., & Seaniger, R. (2007). Implementing centralised IT Service Management: Drawing Lessons from the Public Sector. Paper presented at the Australasian Conference on Information Systems, Toowoomba.

Tapscott, D and Caston, A. (1993). *Paradigm Shift: The New Promise of Information Technology*. Mc Graw-Hill, Inc. USA.

Teng, P.S., Savary, S. and Revilla, I. (1993). *System in Plant Protection*. (p. 116-139).

Tichy, N. and Ulrich, D. (1987). *The Leadership Challenge – A Call for the Transformational Leader*. Sloan Management Review, New York: Oxford University Press.

Tilman, D., Fargione, J., Wolff, B., D'Antonio, C. and Dobson, A., (2001). "Forecasting Agriculturally Driven Global Environmental Change", *Science*, Vol. 292 no. 5515 (p. 281-284).

Trochim, W. and Donnelly, J.P. (2007). *The Research Methods Knowledge Base*. 3rd edition. Thomson Publishing, Mason, OH.

Truman, C., Mertens, D.M. and Humphries, B. (1999). *Research and inequality*. New York: UCL Press. Vol. 15, No. 6, September, (p 622–630).

Utterback, J.M. (1994). *Mastering the Dynamics of Innovation*, Harvard Business School Press, Boston, MA.

Waibel, H. (1986). "*The Economics of Integrated Pest Control in Irrigated Rice*". A Case-Study from The Philippines. Springer-Verlag, Berlin.

Waldfogel, J., Higuchi, Y. and Abe, M. (1998). *Maternity leave policies and women's employment after childbirth: evidence from the United States, Britain and Japan*. London: London School of Economics and Political Science, Centre for Analysis of Social Exclusion.

Walker, G. (1985). *Network position and cognition in a computer software firm*. *Administrative Science Quarterly*, 30: (p. 103-130).

Ward, K. and Willis, T.H. (1990). *Managing Change in an Operations System*, *Management Decision*. 28 (7), (p. 17-25).

Warde, A. (1997). *Consumption, food and taste: culinary antinomies and commodity culture*. London: Sage.

Warde, A. and Martens, L. (2000). *Eating Out: Social Differentiation, Consumption and Pleasure*. Cambridge: Cambridge University Press.

Warren, T. (2000). Women in Low Status Part-Time Jobs: A Class and Gender Analysis. *Social Research Online*, 4: (p 4).

Warwick, D.P. and Lininger, C.A. (1975) . "*The Sample Surveys Theory and Practice*, New York". McGraw-Hill Book Company.

Waters, C. K.(2007). The Nature and Context of Exploratory Experimentation: An Introduction to Three Case Studies of Exploratory Research, History & Philosophy of the Life Sciences; 2007, Vol. 29 Issue 3, (p 275-284), 10p.

Way, M.J. and Heong, K.L. (1994). “*The role of biodiversity in the dynamics and management of insect pests of tropical irrigated rice-a review*”. Bull Entomol. Res.84: (p. 567-587).

Webb, E. and Weick, K.E. (1979). “*Unobtrusive measures in organizational theory: A reminder*”. Administration Science Quarterly, 24: (p. 650-659).

Weick, K.E. (1979). *The social psychology of organizing*, 2<sup>nd</sup> edn. (p.189).

Weinstein, S.H. (1986). Military or Civilian Use of Instructional Innovations: *Is there a difference?* San Francisco: National Society for Performance and Instruction. (ERIC Document Reproduction Service. (p. 271 580).

Whyte, W. F. (1984). *Learning from the field: A guide from experience*. Newbury Park, CA: Sage.

Wilson, L. (1996). *Problem Specification Workshop; Participant Workbook*. (Brisbane, Australia: Cooperative Research Centre for Tropical Pest Management.

Wolcott, H. (1994). *Transforming qualitative data : description, analysis and interpretation*. Thousand Oaks:Sage Publications.

Wright, R. S. (2006). Marketing Management. New York University.

Yin, R.K.(1984). *Case study and research : designs and methods*. California: Sage publications.

Yin, R. K. and Karen A.H. (1975). “Using the case survey method to analyze policy studies.” Administrative Science Quarterly, 20: (p. 371-381).

Zadoks, J.C.(1992). The Costs of Change in Plant Protection. *Journal of Plant Protection in the Tropics*, 9, (p. 151-1 160).

Zafar, H. (2010). Critical Success Factors for an Effective Security Risk Management Program in an Organization: An Exploratory Case Study, ProQuest LLC, Ph.D. Dissertation, The University of Texas at San Antonio. 189.



Zaltman, G. and Duncan, R. (1977). *Strategies for Planned Change*. New York: John.

Zaltman, G., Duncan, R. and Holbek, J. (1993). *Innovations and Organisations*, John Wiley & Sons, New York, NY.

Zaman, M.A. (2002). "Present status of agricultural information technology systems and services in Bangladesh". Available at: [http://jsai.or.jp/afita-conf/2002/part 1](http://jsai.or.jp/afita-conf/2002/part1)

Zikmund. W. G., Babin, B. J., Carr J. C., Griffin (2009) *Business Research Methods*, Cengage Learning, Dryden Press.