



The Impacts of Ports Operation towards Local Community Lifestyles

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Abstract

Seaports are maritime commercial facilities that consist of one or more harbours where ships can dock and move cargo and people. They are situated by the coast or shore. For centuries, ports have been at the heart of trade, especially logistics, and their importance has only grown. For a century, the port has been a significant contributor to the country's economy. Over the decades, the port's establishment and development have improved the quality of life in the surrounding communities. It has given them a range of ideals to live. This research aims to establish and define the relationship between the port's growth and the local community's lifestyle. A conceptual structure was analyzed and debated, including employment opportunities, mobility, tourism, and safety and security. This study was conducted among members of the local community in Georgetown's North East area using non-probability sampling, which entails circulating a questionnaire in the form of a Google form to 384 respondents. IBM SPSS version 26 was used to analyze the data collected. Different data analysis methods, such as preliminary, descriptive, reliability, and Pearson Correlation, were used to analyze the data collected. The results of this analysis show that versatility has the highest Cronbach's Alpha value in the reliability test and the Pearson Correlation Coefficient rule of thumb. The study's findings revealed a straightforward path towards a higher-quality lifestyle for the local population while also benefiting the sea freight shipping and port industries.

Keywords: Job Opportunity, Lifestyle, Mobility, Safety and Security, Tourism

1. Introduction

In today's borderless industry, foreign trade is the most critical market for global economic development. The value and importance of seaports have been shown because the sea regulates and controls 90% of international trade (Sgouridis, 2003). Malaysia has one of the most potent and well-known ports in Southeast Asia, focusing on foreign trade in manufactured goods, raw materials, and petrochemicals. Malaysia's strategic position between the United States, the Middle East, and China has made it the world's busiest Port (Subhan, Abdullah, & Halim, 2015). Over the years, Malaysia's strategic position has provided vast sea freight transportation opportunities and the port industry.

Penang's capital, Georgetown, is a UNESCO World Heritage Site. Penang port, which is strategically situated, has been an important port in the commercial centre since 1832. This port developed into a major trading port before becoming a significant regional seaport. It was declared a free port in 1872. During the British occupation, the Penang port played an essential role in the country's economy, which was based primarily on sea freight transportation and the port industry. Although Penang port was established as a free port, meaning that goods are tax-free and duty-free, the Malaysian Federal government revoked the status of 'free port' in 1969 (Goh, 2014).

Initially known for the exotic spice trade, this port has since evolved into a modern and high-volume port destination in Southeast Asia, handling a wide range of logistics-related facilities with containers and cargoes. This northwest coast of Peninsular Malaysia is now one of the busiest trade routes in the country, connecting Penang port to over 200 ports worldwide. It's your ticket to the top of the world. It is also known as Northern Malaysia's largest port and transshipment centre. Over the years, Penang port's establishment and growth have improved the quality of living for residents. Besides, Penang's labour market has remained stable, with a low unemployment rate than other Malaysian states. It has given them a range of ideals to live. The port's development has been aided by newly developed technologies and new business innovation.

The study aims to examine the relationship between Penang port growth and local community lifestyles by identifying the port's history and explaining the port's economic, social, and technological impacts. This research would aid in the



expansion of the Penang port and provide more information to the local community about their way of life. This research focuses on the relationship between independent variables (IV), such as work opportunities, mobility, tourism, and safety and security, and dependent variables (DV), such as lifestyles.

The resource-based view (RBV) theory was used in a previous study to assess the effects of ICTs on port efficiency (Arbak, Yaakub, & Zakari, 2017). It is one of the most commonly known ideas in the area of strategic management. In academic journals and papers, the RBV hypothesis has dominated. According to the findings, a company's internal and external growth can be attributed to mergers and capital diversification (Newbert, 2007). According to RBV theory, each organization has a distinct feature that distinguishes it from others, such as a specific set of core competencies tools in order to ensure that their resources remain unique, rare and inimitable, the organisations would use various control mechanisms (Herning Indriastuti et.al 2020). As a result, this report will delve further into this theory.

Some researchers coined the term "dynamic capacity" to describe how businesses can gain a competitive advantage by integrating, building, and configuring inbound and outbound competencies to meet a rapidly changing climate (Teece, 1997). It is also stated that the basic concept of a company's capabilities and the current concept of the capability life cycle can be used to describe how capabilities evolve. The independent variables and dependent variable have been explored along with hypotheses 1, 2, 3, and 4. The essential ratio is used as a guideline in this analysis, with statistics and access to the hypothesis statement.

Some jobs are becoming redundant, while others are being developed in this age of rapid technological advancement (Forstater, 1999). Flexible economies are needed to maintain a higher rate of economic growth and employment while avoiding inflation. However, an increase in social, as well as financial costs, are likely to be associated with versatility. An employment incentive strategy is adopted to consider advanced economic flexibility. According to A'yunnisa & Saptoto (2015), employees' earnings have a stronger connection to work opportunities, influencing their decision to stay or leave for a higher salary. Where income rate satisfaction is more critical than income increase satisfaction, the income rate has a negative relationship with turnover intention. This suggests that workers are less likely to look for a new job if they are satisfied with their pay. As a result, work availability impacts employee earnings.

In today's cities, public transit is critical for people's mobility. Buses and trains are examples of public transportation. From the perspective of city management and urbanization, public transit is about more than just providing mobility (Zeng, Fu, Arisona, Erath, & Qu, 2014). It benefits a city in a variety of ways, including socially, environmentally, and economically. In large cities, private cars and taxis are not the primary modes of transportation capable of transporting many people, so the majority of people depend on public transit to get around. The benefits of researching the public transit system are more significant for both citizens and the community. According to (Hall, Barbeau, & Kranakis, 2005), cell phones have had a significant effect on people's willingness to use public transportation. There is a strong connection between city dwellers and the use of mobile devices such as smartphones. For example, a person requires internet access to catch public transportation by searching the internet for the timetable, journey length, or fare. Waiting for a better mobility service can waste a lot of time, energy, and money.

Tourism is critical for a country's economic development because it helps to increase not only the value propositions but also the revenue. Tourism is focused on mobile geography interconnections that carry local and international tourists to a region, according to Sheller (2009). Some people travel for pleasure, while others travel because it is their passion, and still others travel for the company. Over the time, the tourism sector has built infrastructure, employment opportunities, and new business opportunities, resulting in a higher standard of living for people. Transportation is another factor that contributes to the growth of the tourism industry, whether it is local or foreign. Transportation, whether by water, road, rail, or air, is critical in the tourism industry because it provides numerous benefits. It is claimed that forming single index tourism, where the selected data represents the competitiveness of the tourism industry, aids in its growth (Khan, Qianli, SongBo, Zaman, & Zhang, 2017). Different modes of transportation concentrations aid in advancing local and international tourism, thus bolstering a county's economy.

To protect consumers, suppliers and governments should ensure the safety and protection of every sector's products and services. Globalization has created many opportunities and challenges, raising awareness of the importance of safety and security. According to (Maruchek, Greis, Mena, & Cai, 2011), efficient process management can provide new perspectives and insights into the problems of safety and protection in the sea freight transportation and port industry. It is not easy to keep port operations efficient and effective when there are worries about inflation, violence, and accidents, among other things. According to Altiok (2011), seaports have various infrastructures, including petrochemical plants, container and passenger terminals, and bridges, all of which have a high risk of terrorism. Better and more effective safety and security measures are needed to protect sea freight shipping and port industry trade.



People's lifestyles vary depending on age, gender, ethnicity, family history, mindset, and other factors. Even people who live in rural areas have a different way of life than those who live in cities. In recent years, Malaysians' lifestyles have changed due to developments in industrialization and urbanization (Noor, 2002). As a result of this rapid transformation, the population's mortality and morbidity rates have risen. Nonetheless, Malaysia is making significant efforts to mitigate the negative consequences of these lifestyle changes. The diversity of lifestyle in the area, according to Wirth (1938), is biological and disorderly driven. People who live in cities, for example, are typically preoccupied with work and have no time to live a healthy lifestyle. This causes a slew of issues, both emotional and physical, as a result. Greater lifestyle understanding leads to significant benefits. As Malaysia moves closer to becoming a developed economy, better policies and strategies for a healthy lifestyle should be implemented to the public, mainly as the country's population grows.

2. Methodology

The research design is a strategy for identifying all of the segments that will be used to complete the research report. This study aims to determine the effects of the Penang port's expansion on the local community's lifestyle. A study design outlines the steps and procedures for gathering data and the instruments that were used, how they were used, and how the data was analyzed. It also refers to a collection of 31 procedures that must be classified to obtain the necessary data for configuration or marketing research.

In this analysis, the researcher used descriptive testing, which is classified as definitive research. The aim of this study was achieved by the use of a quantitative research design in this study. A quantitative survey is a technique for polling a broad group of people. The questionnaires were distributed to residents of Georgetown, Penang, in Penang's northwestern region. The researcher included designing an appropriate sample using credible sources and performing a pre-test before beginning the survey analysis while designing and conducting a quantitative survey.

As Bush (2003) points out, determining the types of data is essential, and this study employs a pre-determined research design, such as primary and secondary data. These data were required to obtain information and data that would allow the research questions to be answered. The study's result can be obtained with assisted proves by collecting data. The term "primary data" refers to information gathered from first-hand experience. As a result, data collection is more dependable, authentic, and objective. In this research, self-administered questionnaires were used because they are simple, affordable, reduce prejudices, and provide anonymity. Primary data is described as the first or direct data that is gathered directly to elicit information from respondents. When it comes to preliminary data, a preferred position is specifically tailored to the examiner's needs. It can be filled in a variety of ways, including surveys, investigations, and meetings. The survey method was used to gather information for this investigation. The advantage of using polling methods is that a large volume of data can be gathered from a large number of people in a limited amount of time and at a low cost. It also provides increasingly accurate and up-to-date information from all respondents.

The data obtained from current resources is referred to as secondary data. Past literature, journals, books, case studies, websites, online data library archives, and the internet are secondary data examples. Researchers may obtain information to complete literature review writings based on the structure they have created by using secondary data. Researchers may get information from books and blogs to assess the sampling. Journals and publications were used as secondary data in this investigation. Many of the papers and articles that were used as sources were carefully examined before being used in this analysis to avoid false information and misdirected data.

The term "population" refers to a broad group of people. Data is normally collected from a survey to obtain information for a large group population. The target population is a group of people interested in having their data analyzed for research purposes to get helpful information. According to Sekaran and Bougie (2003), the research population is a broad set of individual objects related to a research investigation. The North East area of Georgetown has a population of 583,200 inhabitants (Department of Statistics Malaysia). Residents of Georgetown's North East area who are impacted by the Penang port development were the study's target population. A sample is a selection of people chosen at random from the target market who are willing to participate in the research study. A group of subjects is selected for the general population and is considered representative of the real people for a particular survey by sample size. The number of respondents in this study is determined by the geographical location chosen. This is to ensure that the data is as accurate as possible. To better understand this research study's purpose, 384 respondents from the North East of Georgetown were sent a questionnaire in the form of a Google Form. According to Krejcie and Morgan (1970) sampling, 384 respondents are needed for this study since Georgetown has a population of 583,200 people. These are the people who Penang Port's expansion has directly and indirectly impacted over the years.



There were 384 total respondents in this survey, with 213 (55.5%) male respondents and 171 (45.5%) female respondents. 251 (65.4 percent) of the respondents were between the ages of 18 and 30, 84 (21.9 percent) were between the ages of 31 and 40, 45 (11.7 percent) were between the ages of 41 and 50, and 4 (1.0 percent) were between the ages of 51 and 100. A total of 236 (61.5 percent) of the respondents were single, while the remaining 148 (38.5 percent) were married.

There were 140 Malay respondents (36.5 percent), 143 Chinese respondents (37.2 percent), and 94 Indian respondents (24.5 percent). Other races account for just 7% (1.8%) of the total. 167 (43.5%) of the respondents were students, 48 (12.5%) of the respondents were self-employed, and 104 (27.1%) of the respondents were employed in the private sector. On the other hand, 64 (16.7 percent) of the respondents worked in the public sector, while only one (0.3 percent) was unemployed. 158 (41.1%) of respondents had an income of less than RM1,000, followed by 89 (23.2%) of respondents with an income of RM3,000 to RM4,000 and 51 (13.3%) of respondents with an income of RM2,000 to RM3,000. Furthermore, 43 (11.2 percent) of respondents had an income of RM4,000 to RM5,000, followed by 27 (7.0 percent) of respondents with an income of RM1,000 to M2,000, and 16 (4.2 percent) of respondents with an income of more than RM5,000.

The cumulative mean for the dependent variable, lifestyles, as well as the independent variables of work opportunity, mobility, tourism, and safety and security. The mean value for all the variables above is more than 4.0. This indicates that the respondents accept that all of the independent variables support the objects' statements. Since it has the highest mean of 4.80, it is understandable that respondents chose safety and protection as the key connection between the growth of Penang port and the local community lifestyle. Then, with a mean of 4.75 and 4.63, they accept that tourism and mobility are also linked to Penang port and regional community lifestyle growth. However, with a mean value of 4.60, respondents are less likely to accept that work opportunities are the primary connection between Penang port development and the local community lifestyle. For this research report, the lifestyle of the local population has a total mean of 4.66. This indicates that respondents agree that Penang port and local community lifestyle growth are linked by job opportunities, mobility, tourism, and safety and security.

The degree to which the measurement is unbiased, and this ensures that the measurement of different objects in the instrument is consistent is referred to as measurement reliability. It means that the measurement's accuracy is a sign of stability (Uma & Roger, 2003). Cronbach's Alpha is a reliability coefficient that indicates how healthy objects in a collection are positively related to one another. The researcher uses a rule of thumb to ensure that Cronbach's Alpha is proper. According to the rule of thumb, findings obtained are considered satisfactory if they are greater than 70% or 0.7, and they are considered excellent if they are greater than 80% or 0.8.

This study presents the reliability statistics for five independent and dependent variables. Cronbach's Alpha is a method for determining the consistency of 25 objects and 5 variables. The results show that each variable's reliability is between 0.805 and 0.894. The Alpha Coefficient must be at least 0.7 to be considered appropriate. According to the findings, the coefficient for safety and protection is the lowest but still suitable (0.805), whereas the coefficient for mobility is the highest (0.894), which is considered excellent.

The correlation is known as determining the time relationship between data and the standard used to construct it. Finally, the acceptability of these standards is determined by their validity in estimating real time relationships, while correlation coefficients are used to determine the relationship between the independent variables (King, Chinchilli, & Carrasco, 2007). In this study, the researcher used Pearson Correlation Analysis to determine the relationship between the independent and dependent variables. This analysis's dependent variable is a lifestyle, while the independent variables are work opportunity, mobility, tourism, and safety and security. The Pearson's Correlation results for all independent variables and the dependent variable explained in each of hypothesis below.

H1: There is a strong connection between work opportunities and the development of Penang's port and the local community's lifestyle.

The significant value ($p=0.05$) results show a correlation between job opportunities and the growth of the Penang port and the local community's lifestyles. Since the p value of the work opportunity is 0.000, which is marginally less than the significant amount of 0.01, H1 is acknowledged. Due to the positive Pearson Correlation value of 0.742, the relationship between work opportunity and lifestyle is real. It shows that the independent variable (job opportunity) has a 74.2 percent influence on the dependent variable (lifestyle). As a result, there is a strong connection between work opportunity and lifestyle.



H2: There is a strong correlation between mobility and the development of the Penang port and the local community's lifestyle.

The significant value ($p= 0.05$) results show a correlation between mobility and the growth of the Penang port and the local community's lifestyles. H2 is agreed since the mobility p -value is 0.000, just below the extremely significant amount of 0.01. Because of the positive Pearson Correlation value of 0.768, the relationship between mobility and lifestyle is real. It shows that the independent variable (mobility) will influence 76.8% of the dependent variable (lifestyle). As a result, there is a strong connection between mobility and lifestyle.

H3: There is a strong connection between tourism and the development of Penang's port and the local community's lifestyle.

The significant value ($p= 0.05$) results show that there is a correlation between tourism and the growth of the Penang port and the local community's lifestyle. Tourism has a p -value of 0.000, significantly less than the extremely significant amount of 0.01. Because of the positive Pearson Correlation value of 0.646, the relationship between tourism and lifestyles is real. It shows that the independent variable (tourism) has 64.6 percent influence on the dependent variable (lifestyles). As a result, the relationship between tourism and lifestyle is mild.

H4: There is a strong connection between safety and protection and the development of the Penang port and the local community's lifestyle.

The significant value $P= 0.05$ results show that there is a correlation between safety and protection and the growth of the Penang port and the local community's lifestyle. Since the p -value of safety and security is 0.000, which is marginally less than the significant amount of 0.01, H4 is acknowledged. Due to the positive Pearson Correlation value of 0.650, the relationship between safety and protection and lifestyle is real. It means that the independent variable (security and safety) has a 65.0 percent influence on the dependent variable (lifestyle). As a result, the relationship between protection and security and lifestyle is mild.

4. Conclusions

Respondents who believe that the work opportunities available in Georgetown city draw people from different states have the highest mean value for a job opportunity in descriptive statistics. This may be attributed to the growth of the port industry and other industries that draw foreign workers. Team and organizational behaviours are emphasized in this job opportunity (Somech & Drach-Zahavy, 2000). The role of port behaviour in determining its growth and development for better quality of life is examined in this research study. Overall, there is a significant relationship between job opportunities and the connection between the Penang port's growth and the local community's lifestyle.

Whether there is a large variety of transportation available yields the highest mean value for respondents' mobility in descriptive statistics for mobility. It is followed by a discussion of how infrastructure construction and city space will improve mobility quality. The higher the need for mobility, the greater the quality of life, according to (Coughlin, 2009). According to this report, the Penang port's growth and development has improved the local community's standard of living. As a result, the alternative hypothesis can be embraced because there is a significant relationship between mobility and the connection between Penang port's growth and the lifestyle of the local community.

The highest mean value is obtained through three separate questions, as in descriptive statistics for tourism. The question of whether the number of tourists rises per year has the lowest mean value. Respondents may respond in light of a global pandemic that has resulted in numerous economic collapses. The Corona Virus epidemic has wreaked havoc on policy (Farzanegan, Gholipour, Feizi, Nunkoo, & Andargoli, 2020). According to this report, tourism will recover by enforcing tighter Standard Operating Procedures (SOP) and following them.

Meanwhile, for descriptive statistics on safety and security, the highest mean value is obtained from respondents who strongly agree that safety and security are critical for people's lives. Ports have a wide range of tasks, events, and locations that include several people from various pyramid levels (Andritsos & Mosconi, 2010). According to this study, efficient service management is capable of keeping a port secure.



Future researchers can explore many recommendations from this study. The improvement of mobility and work opportunities in Penang port has become a critical factor in improving the local population's lifestyle. Since the data collected is analyzed and accurate, this study's findings can be used as a guide for future researchers. As a result, potential researchers should collect respondent information early in the research process to save time and improve the data collection system. They should perform their research in a different location or setting to obtain more detailed and reliable results for this analysis. By experimenting with different placements, a potential researcher will gather more detailed information about other Malaysian ports' growth and compare the products.

Furthermore, researchers should ensure that questionnaires are short, concise, and detailed to help targeted respondents understand and answer the questionnaire, allowing the survey to proceed more efficiently and smoothly. Besides, using bilingual English and Malay in the questionnaire gives those who do not speak English an advantage. Furthermore, prospective researchers should choose a larger sample size or population that covers a larger geographic area since, according to the rule of large numbers, larger sample size is more likely to be representative and the sample mean equals the population mean (Saunders, Lewis, Thornhill, & Wilson, 2009). As a result, future researchers could demonstrate a larger sample size to obtain more precise and accurate results (Lim, Marks, & Brady, 2011).

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