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Therefore it is recommended to companies to distinguish more their female sellers, to employ young women and to develop the professionalism of the female sellers by intensive trainings which will enable the female seller to understand and valorize their job, to respect their work place, to give the right in formations about products and alternatives, to communicate correctly and modestly with the local and the foreign customers, to intervene in the right time as well as to deal with many customers.

Keywords : Salespeople, Specific characteristics, Saudi female sellers, customer's evaluation, professionalism, trainings.

➤ **"The presence of Javanese Cultural Heritage culture, Demographic Factors and External Conditions of Jokowi election as President of the Republic of Indonesia."**

Rr Dyah Eko Setyowati, Kadek Ayu Susiani dewi, A. Yani . Antariksa, Sri Kartika Sari.A.

Abstract : Javanese Culture "attack without friends, without degrading Win" is the philosophy of Java, which means very noble, that strikes without friend and win without degrading. From the sample of respondents 1024 of 2100, spread over the period from May to July 2014, the result is that the people of Indonesia, long a leader who is honest, simple, clean, no corruption, close to the people, to work for the people. 70 percent of respondents chose the leader of the tribe of any kind, not necessarily from the Javanese are the largest tribe in Indonesia, provided honest personality, simple, clean, no corruption, work for the people. Ethnic groups in the insert of researchers in the questionnaire are tribal leaders who have given birth in the Republic of Indonesia, namely: the Javanese, Sundanese, ethnic Makassar (Bugis), Minangkabau tribe, the tribe of Manado, the Batak tribe, Madurese and Ambonese. The rise of Javanese culture and philosophy of Java is shown Jokowi, makes people surprised and happy, as well as making a political opponent viciously attacked by the smear campaign. From the results of qualitative and quantitative research produces findings, that the rich cultural heritage of Javanese philosophy, significant to the public support to the leader. External conditions and demographic factors that cause the public to support Jokowi, a significant effect on the election as president of the Republic of Indonesia Jokowi.

Keywords : Javanese Cultural, Demographic Factors, External Conditions.

➤ **"Mobile Learning: A comparative Study For the Future of Blended Learning"**