

# American Journal of Industrial and Business Management



conversion rate

ISSN: 2164-5167



# Journal Editorial Board

ISSN 2164-5167 (Print) ISSN 2164-5175 (Online)

<https://www.scirp.org/journal/ajibm>

---

## Editorial Board

<b>Dr. Javier De Andrés</b>	University of Oviedo, Spain
<b>Dr. Ali Azadeh</b>	University of Tehran, Iran
<b>Dr. Massimiliano Celli</b>	University of Roma Tre, Italy
<b>Prof. Ada Che</b>	Northwestern Polytechnical University, China
<b>Prof. Singa Wang Chiu</b>	Chaoyang University of Technology, Chinese Taipei
<b>Prof. Ubaldo Comite</b>	University of Calabria, Italy
<b>Prof. Kisperska-Moroń Danuta</b>	University of Economics, Poland
<b>Prof. Mário Franco</b>	University of Beira Interior, Portugal
<b>Dr. Fernando J. Garrigos-Simon</b>	Universitat Politècnica de Valencia, Spain
<b>Prof. Roland Gillet</b>	Paris 1 University, France
<b>Dr. Xun Gong</b>	Civil-military Inoculation and New Material Industry Development Center of Huludao City, China
<b>Dr. Md. Mamun Habib</b>	Universiti Utara Malaysia (UUM), Malaysia
<b>Prof. Mhand Hifi</b>	Université de Picardie Jules Verne, France
<b>Prof. Voratas Kachitvichyanukul</b>	Asian Institute of Technology, Thailand
<b>Prof. Hans Löfsten</b>	Chalmers University of Technology, Sweden
<b>Prof. Eugene Levner</b>	Ashkelon Academic College, Israel
<b>Dr. John R. Owen</b>	Centre for Social Responsibility in Mining University of Queensland, Australia
<b>Prof. Sanda Renko</b>	University of Zagreb, Croatia
<b>Prof. Maurizio Rija</b>	University of Calabria, Italy
<b>Dr. Shib Sankar Sana</b>	Bhargar Mahavidyalaya, India
<b>Dr. Eric D. Smith</b>	University of Texas at El Paso, USA
<b>Dr. Faisal Talib</b>	University Polytechnic, Aligarh Muslim University, India
<b>Prof. Sangbing Tsai</b>	University of Electronic Science and Technology of China, China
<b>Dr. Bill T. L. Tseng</b>	The University of Texas, USA

## Academic Editor

<b>Dr. Grigorios L. Kyriakopoulos</b>	National Technical University of Athens (NTUA), Greece
---------------------------------------	--

# Table of Contents

**Volume 10    Number 9**

**September 2020**

**The Impact of Marketing Mix Elements on Brand Loyalty towards Speech Therapy in Health Science Industry Malaysia**

M. bin Abdul Lasi, T. C. Man.....1575

**Inhibition or Facilitation? A Review of Research on the Effects of Uncertainty Stimuli on User Psychology and Behavior**

H. Xu, Z. W. Chen, J. Mao.....1586

**The Comparison Analysis of China and Foreign Countries to Deal with the Economic Risk by Epidemic, in Terms of Monetary and Fiscal Policy**

Z. C. Jiang, X. X. Wang, H. L. Wang, G. Lu, G. H. Wang, X. Gong.....1605

**The Challenges Confronting the Delivery of Training and Development Programs in Saudi Arabia: A Critical Review of Research**

M. B. Othayman, A. Meshari, J. Mulyata, Y. Debrah.....1611

**Modelling the Growth Trend of the Iron and Steel Industry: Case for Uganda**

A. J. B. Muwanguzi, P. Olowo, H. Sebukeera, A. Guloba, D. Mezulic, P. Bonci, J. Muvawala.....1640

# American Journal of Industrial and Business Management (AJIBM)

## Journal Information

### SUBSCRIPTIONS

The *American Journal of Industrial and Business Management* (Online at Scientific Research Publishing, <https://www.scirp.org/>) is published monthly by Scientific Research Publishing, Inc., USA.

#### **Subscription rates:**

Print: \$79 per issue.

To subscribe, please contact Journals Subscriptions Department, E-mail: [sub@scirp.org](mailto:sub@scirp.org)

### SERVICES

#### **Advertisements**

Advertisement Sales Department, E-mail: [service@scirp.org](mailto:service@scirp.org)

#### **Reprints (minimum quantity 100 copies)**

Reprints Co-ordinator, Scientific Research Publishing, Inc., USA.

E-mail: [sub@scirp.org](mailto:sub@scirp.org)

### COPYRIGHT

#### **Copyright and reuse rights for the front matter of the journal:**

Copyright © 2020 by Scientific Research Publishing Inc.

This work is licensed under the Creative Commons Attribution International License (CC BY).

<http://creativecommons.org/licenses/by/4.0/>

#### **Copyright for individual papers of the journal:**

Copyright © 2020 by author(s) and Scientific Research Publishing Inc.

#### **Reuse rights for individual papers:**

Note: At SCIRP authors can choose between CC BY and CC BY-NC. Please consult each paper for its reuse rights.

#### **Disclaimer of liability**

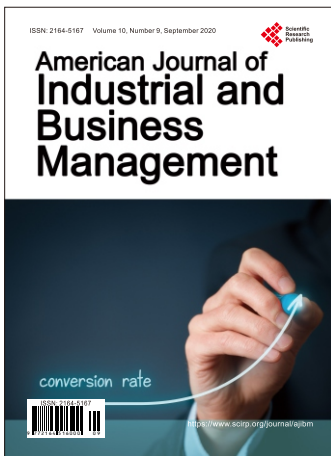
Statements and opinions expressed in the articles and communications are those of the individual contributors and not the statements and opinion of Scientific Research Publishing, Inc. We assume no responsibility or liability for any damage or injury to persons or property arising out of the use of any materials, instructions, methods or ideas contained herein. We expressly disclaim any implied warranties of merchantability or fitness for a particular purpose. If expert assistance is required, the services of a competent professional person should be sought.

### PRODUCTION INFORMATION

For manuscripts that have been accepted for publication, please contact:

E-mail: [ajibm@scirp.org](mailto:ajibm@scirp.org)

Call for Papers



# American Journal of Industrial and Business Management

ISSN 2164-5167 (Print) ISSN 2164-5175 (Online)  
<https://www.scirp.org/journal/ajibm>

**American Journal of Industrial and Business Management (AJIBM)** is an international journal dedicated to publishing high quality, original papers, and research developments in theories and applications in all areas of industrial and business management. AJIBM covers the following topics:

## **Business Management**

Accounting, Auditing and Taxation  
Accounting Information Systems  
Business Economics  
Business Intelligence and Strategy  
Finance and Investment  
General Business Research  
Human Resources Management  
Marketing Theory and Applications  
Organization Studies  
Operations Management  
Risk Management

## **Industrial Engineering & Management**

Facilities Planning & Materials Handling  
Human Factors, Ergonomics and Safety  
Manufacturing, Control and Automation  
Operations Management  
Operations Research  
Optimization Theory and Applications

Planning, Scheduling, and Project Management  
Production, Inventory Management, and Logistics  
Reliability, Quality Management  
Transportation, Supply Chain Management

## **Information Management & Applications**

Computational Intelligence  
Decision Support Systems  
Information Management  
Innovation, Technology Management  
Management Information Systems  
Modeling and Simulation of Industrial and Business Systems

## **Others**

Environment and Energy Management  
General Management  
Health Care Systems and Management  
Stochastic Models and Statistics in Industrial and Business Applications

Other related topics are also welcome. All manuscripts must be prepared in English and are subject to a rigorous and fair peer-review process. AJIBM contains the following types of papers: (1) Research articles, show original research results that contribute to the theory, methodology, and applications of industrial and business management. (2) Invited reviews, present the developments in industrial and business management topics over the recent years.

## **Notes for Intending Authors**

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. Paper submission will be handled electronically through the website. All papers are refereed through a peer review process. For more details about the submissions, please access the website.

## **Website and E-Mail**

<https://www.scirp.org/journal/ajibm>

E-mail: [ajibm@scirp.org](mailto:ajibm@scirp.org)