

Table of Contents

Volume 3 Number 7

July 2015

Entrepreneurial Knowledge and the Influence of Entrepreneurship Education on Students' Entrepreneurial Abilities	
C. Q. Lai, W. J. Lv, Y. N. Jiang.....	1
Puzzles about the "Crowdfunding" in Cultural Industry and Its Ecological Countermeasures	
X. J. Sun, Q. J. Meng.....	7
Risks and Systematic Countermeasures of Private Banks in an Era of Hypercompetition	
M. Lu, Q. J. Meng, Y. Zhang.....	15
Drivers and Patterns of Supply Chain Collaboration in the Pharmaceutical Industry: A Case Study on SMEs in China	
L. Huang, Y. Lin, P. Ieromonachou, L. Zhou, J. Luo.....	23
Research on Training and Motivation of Innovation Talents in State-Owned Enterprises	
G. Lu, M. M. Wang.....	30
Study on the Outward FDI in the USA of Chinese Enterprises	
S. Q. Liu, Z. Li.....	35
China's Gains from UK's Practice in Raising Pension Insurance Fund	
X. Y. Ren, Q. J. Meng.....	40
Employee Performance Appraisal in a Logistics Company	
Y.-W. Chang.....	47
Analyzing the Dynamic Evolution of Co-Opetition Mechanism among Shipping Service Resources	
G. Dong.....	51
An IoT Multi-Interface Gateway for Building a Smart Space	
C.-T. Chang, C.-Y. Chang, R. D. B. Martinez, P.-T. Chen, Y.-D. Chen.....	56
Intraday Periodicity and Long Memory Volatility in Hong Kong Stock Market	
W. Dai, D. J. Xie, B. X. Sun.....	61
A Comparative Study between Clients and Contractors on Competitive Tendering in the Sudan Construction Industry	
B. G. Kang, M. M. M. E. Elbashier, B. H. Goh, M. K. Song.....	68

How Big Data Ecosystem Changes Cloud Services: A Design Science Perspective	
C.-H. Liu, S.-C. Chen, P.-H. Hsieh.....	74
Application of Transaction Mining Based on FP-Table Algorithm in Mobile Electricity Market	
C. C. Gao, Y. Dai, M. H. Jiao.....	79
An Investigation into Barriers of Technology Transfer in the Construction Industry in Iran and Malaysia	
B. G. Kang, M. Arefi, B. H. Goh, M. K. Song.....	85
Comparison of CSR Activities between Global Construction Companies and Malaysian Construction Companies	
B. G. Kang, H. U. Ahmad, B. H. Goh, M. K. Song.....	92
Does Corruption in a Country Affect the Foreign Direct Investment? A Study of Rising Economic Super Powers China and India	
S. P. Ravi.....	99
A Preliminary Study of Barriers to Bank Financing of Ethnic Chinese Entrepreneurs in the UK	
J. Zhang.....	105
Research of the Corporate Performance Evaluation Indicators Based on the Stakeholder Theory	
Q. Zhang.....	111
Fairness or Not? Health Resources Allocation in Chongqing—Based on Theil Index	
Y. Wang, Q. Tu, Q. Lai, L. Huang.....	117
The Dominant Lifestyle Type of University Students in Taiwan	
H.-W. V. Tang, M.-S. Yin, K. P. Chang.....	124
Professional Attitudes towards Mental Illness: Testing the Contact Hypothesis among Nurses of Ethnic Anglo and Chinese Australian Backgrounds	
T. K. Ku, M. Ha, U. Siriwan.....	130
The Study of Mobility Solution System Design on China Direct Selling Industry	
H.-J. Chang, T.-C. Lee.....	139
An Integrated Motive Based Consumer Segmentation for Karaoke TV (KTV) and Service Strategy	
J.-H. Lin.....	148
Culturally Embedded Mechanism, Guanxi in Marketing	
M. L. Wong, P.-C. Huang.....	154
Does Perceived Value Mediate the Relationship between Service Traits and Client Satisfaction in the Software-as-a-Service (SaaS)?	
J. W. Liu, J. Y. T. Chang, J. C. A. Tsai, J. J. Jiang.....	159

Apply Unit Commitment Method in Power Station to Minimize the Fuel Cost	
A. E. M. Yahya, M. Shaban, Y. Yahya.....	166
Impact of Transformational Leadership Behaviors and Psychological Optimism on Subordinate Performance in Taiwan's Tourism Hotel Industry	
T.-J. Chen, C.-M. Wu, Y.-C. Wang.....	174
A Servitization Process for Small and Medium-Sized Manufacturers	
Y. S. Kim, H. J. Lee, J. H. Kim.....	180
Social Context Representation in Product-Service Systems with Internet of Things	
Y. S. Kim, K. Suzuki.....	187
Interference in and Ecological Strategies to Mobile Financial Services Developed by Commercial Banks	
L. B. Xv, Q. J. Meng.....	194
Study on the Strategy of Building Shanghai into an International Financial Centre	
Z. R. Xiao.....	202
Myths Broken or Sustained: Representation of Women Victims in Pakistani Media	
M. Yasmin, A. Sohail, R. A. Mangrio.....	209
The Application Research on DOI in the Digital Publication of Chinese Sci-Tech Journals	
T. Dai.....	220
Gender in the Adoption and Implementation of Sex Education Policy	
S. N. Beechey, L. C. Moon.....	224
A Study on Problems of Shepherds and Solution Suggestions: Sample of Erzurum İspir-Kırık District Villages	
E. Güreşci, A. Balkan.....	234
An Evaluation of the Annual Performance Appraisal System at the University of Cape Coast	
J. E. Atta-Quartey.....	247
Study on the Regional Pattern Selection of Ecological Migration in the Loess Plateau	
X. X. Bai, A. Zhang.....	261
Culture and City Branding: Mega-Events and Iconic Buildings as Fragile Means to Brand the City	
M. Riza.....	269
A Comparative Study of Competitive Brand Based on Customer-Perceived Value—Evidences from IAT	
Y. Z. Liu, Q. F. Sun.....	275
The Scientific Institutionalization of Indigenous Knowledge in Mexico: A Historical Analysis of the Medical and Surgical Academy of Puebla de los Ángeles	
S. C. Guzmán-Rosas.....	283

**Use of Alternative and Complementary Medicine by Old Italians Adults:
The Determinant of Choice**

S. Platania, G. Santisi.....293

Implementing Scrum Method in International Teams—A Case Study

P. Rola, D. Kuchta.....301