

International Journal of Innovation, Management and Technology

CONTENTS

Volume 3, Number 4, August 2012

- Managing Knowledge: The Role of Market Orientation towards Branding in the Automobile Authorized Independent Dealers.....300
Noor Hasmini Abd. Ghani
- Conceptual Design based on Substance-Field Model in Theory of Inventive Problem Solving.....306
Song-Kyoo Kim
- Mutual Fund 2.0: Broader Perspective and Stronger Motivation.....310
Houshang Taghizadeh, Hassan Taheri, and Abdolhossein Shokri
- An Empirical Study for Revealing Online Shoppers' Behavioral Reactions to Latent Pricing Mistakes.....315
Shueh-Cheng Hu and I-Ching Chen
- Structural Engineers Career Success.....321
Tomas Ucol-Ganiron Jr
- Design of Experiments Approach for Improving Wire Bonding Quality.....327
Worlaluck Satianrangarith and Mongkol Tirakanogsathit
- A New Service Quality Improvement Strategy: Integration of the I-S Model and Kano Model.....332
Kuo-Lung Wu and Nai-Jail Zheng
- Using Bibliometric Analysis to Explore Research Trend of Electronic Word-of-Mouth from 1999 to 2011...337
Yannjy Yang, Chih-Chien Wang, and Ming-Cheng Lai
- Believe or Skepticism? An Empirical Study on Individuals' Attitude to Blog Product Review.....343
Chih-Chien Wang and Hung-Yu Chien
- Assessment of Hospital Information System Quality in Multi Specialty Hospitals.....349
G. V. R. K. Acharyulu
- ZigBee Propagations and Performance Analysis in Last Mile Network.....353
Oradee Musikanon and Wachira Chongburee
- The Incubators, Venture Capital, and New Ventures in China.....358
Tao Guo, Jin Hong, Dingtao Zhao, Yanrui Wu, and Jin Fan
- Intelligent Agent based Consultation Scheduling Framework for Institutions of Higher Learning.....363
H. Vasudavan and J. S. Fernandez
- Technological Efficiency of Hotel Industry in China and Its Influencing Factors.....368
Xing Shi and DingTao Zhao
- Trends in Management of Technology (MOT) Practices in Small and Medium Enterprises (SMEs) in India: A

Study of Select Food Processing Enterprises.....	374
<i>J. Krishnaiah and B. Rajashekhar</i>	
Mass Customization Cycle (MCC) through ETL System Dynamics Modeling: A Case Study in Consay Company.....	378
<i>Abbas Mogbel Baerz, Alla Talal Yassin, Adel Azar, and Seyyed Esfehany</i>	
Strategic Approach to R and D Commercialization in Nigeria.....	382
<i>Siyanbola Willie Owolabi, Olamide Olumuyiwa Owolabi, Yusuff Shola Adeleke, and Kazeem Abubakar</i>	
Self-Efficacy, Effort, Job Performance, Job Satisfaction, and Turnover Intention: The Effect of Personal Characteristics on Organization Performance.....	387
<i>Ming-Cheng Lai and Yen-Chun Chen</i>	
Managers and Non-Managers Participation in Performance Planning: A Case of Private Sector Organizations in Papua New Guinea.....	392
<i>Frieda Siaguru</i>	
e-Commerce Best Practices: How to Achieve an Environment of Trust and Security.....	396
<i>Balasundram Maniam, Lily Naranjo, and Geetha Subramaniam</i>	
Comparative Study on Robust Design Optimization Models for Multiple Chemical Responses.....	402
<i>Vo Thanh Nha, Sangmun Shin, Woo-Sik Jeong, Chul-Soo Kim, Hwa-il Kim, and Seong Hoon Jeong</i>	
Introducing Types to Potential Online Trustors and Antecedents to Technology Trusting Beliefs in the Context of Malaysian B2C E-commerce.....	407
<i>Samer. A. Alshammari and Z. Dahalin</i>	
Development of HiEdQUAL for Measuring Service Quality in Indian Higher Education Sector.....	412
<i>Subrahmanyam Annamdevula and Raja Shekhar Bellamkonda</i>	
Risk Management in Hospitals.....	417
<i>Balbir Singh and M. Habeeb Ghatala</i>	
The Organizational Structure that Interpenetrates Knowledge insides the Company.....	422
<i>Youngjae Koh</i>	
Adopting Rapid Prototyping Technology within Small and Medium-Sized Enterprises: The Differences between Reality and Expectation.....	427
<i>Ahmed M. Romouzy-Ali, Siamak Noroozi, Philip Sewell, and Tania Humphries-Smith</i>	
Information Technology and Service Quality in Health Care: An Empirical Study of Private Hospital in India.....	433
<i>Ramaiah Itumalla</i>	
Examining the Behavior Changes in Belief and Attitude among Smart Phone Users for Mobile Learning.....	437
<i>Yong-Wee Sek, Check-Yee Law, Siong-Hoe Lau, Abd Samad Hasan Basri, and Burairah Hussin</i>	
Design of Optimal PID Controller for Inverted Pendulum Using Genetic Algorithm.....	440
<i>MahbubehMoghaddas, Mohamad RezaDastranj, Nemat Changizi, and Narges Khoori</i>	
The Effects of Task, Organization and Accounting Information Systems Characteristics on the Accounting Information Systems Performance in Tehran Stock Exchange.....	443

Mahnaz Mollanazari and Elahe Abdolkarimi

The Use of Business Metadata to Support Decision-Making Processes.....	449
<i>Muzaffar Hamzah and Anthony Sobey</i>	
A Study of Users and Non-Users of Internet Banking in Malaysia.....	452
<i>Jayaraman Munusamy, Sanmugam Annamalah, and Shankar Chelliah</i>	
Simulating Knowledge Worker Adoption Rate of KMS: An Organizational Perspective.....	459
<i>Poornima P. Kundapur and Lewlyn L. R. Rodrigues</i>	
Ontology-Based E-Learning System for Personalized Learning.....	464
<i>Bert Chen, Chen-Yu Lee, and I-Chang Tsai</i>	
Semantic Web Service Discovery Based on Agents and Ontologies.....	467
<i>Rohallah Benaboud, Ramdane Maamri, and Zaïdi Sahnoun</i>	
Strategies of New Media using New Technology in Creative Economy.....	473
<i>W. V. Siricharoen and N. Siricharoen</i>	
Social Media, How does it Work for Business?	476
<i>W. V. Siricharoen</i>	
Efficient Car Alarming System for Fatigue Detection during Driving.....	480
<i>Muhammad Fahad Khan and Farhan Aadil</i>	
A Blind Video Watermarking Scheme Based on 3D Discrete Wavelet Transform.....	487
<i>Majid Masoumi and Shervin Amiri</i>	
Channel Conflicts with a Focus on the Internet Case Study: Food Products in Iran.....	491
<i>Seyed Mohammad Hosseini and Maryamalsadat Hosseini</i>	

