

TABLE OF CONTENTS

Volume 4 Number 1

March 2012

Appraisal of Using Global Student Rating Items in Quality Management of Higher Education in Saudi Arabian University

A. Al Rubaish, L. Wosornu, S. N. Dwivedi.....1

Empirical Research on Construct of Chain Store Logistics Capability System

L. Xu, S. K. Wang.....10

Linking Consumer Perception of Store Image Using FANP

L.-Z. Lin, H.-R. Yeh.....18

Games in the Bi-Oligopoly Market of High-Technology Equipments

H. Wang, S. T. Yao, S. X. Li.....29

Smart System Resource Monitoring in Cloud

R. C. Lee.....34

Rethinking the China-US Balance of Trade: 1990-2005

X. P. Xu.....43

Discussion of Forms about Social Expenditure Cycle Driven by Human Cultural Elements

B. Zhao, J. G. Qu.....51

Mixed Channel Service Competition Based on Different Service Pattern in Software-as-a-Service

H. Q. Hu, J. Y. Yan.....60

Study on Stock Index Futures' Mean Reversion Effect and Arbitrage in China Based on High-Frequency Data

W. Zhuo, X. J. Zhao, Z. Zhou, S. Y. Wang.....78

Business Models at Work in the Mobile Service Sector

J. Johansson, M. Malmström, D. Chroner, M. Ek Styven, A. Engström, B. Bergvall-Kåreborn.....84

The figure on the front cover is from the article published in *iBusiness*, 2012, Vol. 4, No. 1, pp. 84-92 by Jeaneth Johansson, Malin Malmström, Diana Chroner, Maria Ek Styven, Anne Engström, Birgitta Bergvall-Kåreborn.