

www.scirp.org/journal/ib

# JOURNAL EDITORIAL BOARD

ISSN 2150-4075 (Print) ISSN 2150-4083 (Online) http://www.scirp.org/journal/ib

.....

Editor-in-Chief	
-----------------	--

Prof. Jac C. Heckelman Wake Forest University, USA

Executive Editor in Chief

Prof. Hengjin Cai Wuhan University, China

### Editorial Board (According to Alphabet)

Prof. Richard J. Butler	Brigham Young University, USA
Prof. Matthew J. Drake	Duquesne University in Pittsburgh, USA
Prof. Danco Davcev	University St. Cyril and Methodius, Macedonia
Prof. Il Do Ha	Daegu Haany University, Korea (South)
Prof. Ashok K. Keshari	Indian Institute of Technology, India
Dr. Vassilis Kostoglou	Alexander Technological Educational Institute of Thessaloniki, Greece
Prof. Kamil Kuca	University of Defence, Czech
Prof. Nadim Obeid	University of Jordan, Jordan
Prof. Pingfeng Pai	National Chi Nan University, Taiwan, China
Dr. Lorena Skuflic	University of Zagreb, Croatia
Prof. Nenad Stefanovic	University of Kragujevac, Serbia
Prof. Qinghua Xia	Wuhan University, China
Dr. Xiujuan Zhao	Beijing University of Posts and Telecommunications, China
Dr. Qingyu Zhang	Arkansas State University, USA
Editorial Assistant	

Xiao-Qian Qi

Scientific Research Publishing, USA

### TABLE OF CONTENTS

E-Business Education: A Phenomenographic Study of Online Engagement among Accounting,

#### Volume 2 Number 4

# The figure on the front cover is from the article published in iBusiness, 2010, Vol. 2, No. 4, pp. 370-376 by Yong Liu, Qiong Chen.

Finance and International Business Students	
N. Pimpa	311
Using the Notion of 'Information Flow' to Investigate Why a Signal may Stand Differently for Individ	uals
R. Mantri, J. K. Feng	317
The "Business Schools" Programme, within the Framework of the Territorial	
Network of Support to the Entrepreneur in Andalusia (Spain)	
J. de P. Valenciano, J. U. Toril, J. P. L. Mangin	326
A Study of Multi-Agent Based Supply Chain Modeling and Management	
W. S. Um, H. Lu, T. J. K. Hall	333
Cross Entropy Method for Solving Generalized Orienteering Problem	
B. Santosa, N. Hardiansyah	342
Research of Female Consumer Behavior in Cosmetics Market Case Study of Female	
Consumers in Hsinchu Area Taiwan	
CT. Chiang, WC. Yu	348
Double Perspective Data Envelopment Analysis: One Approach to Estimate the "LOOP" Arbitrage	
L. F. de L. Novaes, S. A. Paiva	354
The System Size Distribution for M/G/1 Queueing System under N-Policy with Startup/Closedown	
M. W. Liu, Y. K. Ma, B. Deng	363
An Innovative Approach about the Process Knowledge Representation in the	
Processes of Large Cluster Projects Management	
Y. Liu, Q. Chen	370
The Economic Growth Effect of Logistics Industry FDI Analysis	
Y. Wang, L. Q. Wang	377
How to Develop Chinese Flower Auction Markets: Results from a Comparative Analysis	
K. D. Qin, X. L. Jiang, B. J. Yang	382
Career Success of Knowledge Workers: The Effects of Perceived Organizational Support and	
Person-Job Fit	
Y. Chen	389
Research of Logistics and Regional Economic Growth	
A. N. Wang	395
The Analysis on Financial Cooperative Controlling Mechanism of Enterprise Group	
Z. Q. Feng	401
The Role of Fair Value Accounting for Investment in Securities:	
Evidences from the Chinese Stock Exchanged Market	
J. Li, P. S. Kyu	409
Evaluation and Adjustment of Coordinated Development between Land Use and	
Eco-Environment in Wuxi City	
H. Sun, Y. Liu, H. L. Pan, J. Zhao, Q. Z. Qu, F. X. Han	415



#### December 2010

#### iBusiness (iB)

#### **Journal Information**

#### SUBSCRIPTIONS

The *iBusiness* (Online at Scientific Research Publishing, www.SciRP.org) is published quarterly by Scientific Research Publishing, Inc., USA.

#### Subscription rates:

Print: \$50 per issue. To subscribe, please contact Journals Subscriptions Department, E-mail: sub@scirp.org

#### SERVICES

Advertisements Advertisement Sales Department, E-mail: service@scirp.org

#### Reprints (minimum quantity 100 copies)

Reprints Co-ordinator, Scientific Research Publishing, Inc., USA. E-mail: sub@scirp.org

#### COPYRIGHT

Copyright©2010 Scientific Research Publishing, Inc.

All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as described below, without the permission in writing of the Publisher.

Copying of articles is not permitted except for personal and internal use, to the extent permitted by national copyright law, or under the terms of a license issued by the national Reproduction Rights Organization.

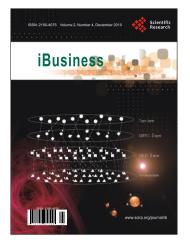
Requests for permission for other kinds of copying, such as copying for general distribution, for advertising or promotional purposes, for creating new collective works or for resale, and other enquiries should be addressed to the Publisher.

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 assumes 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: ib@scirp.org

# **Call for Papers**



# iBusiness

ISSN 2150-4075 (Print) ISSN 2150-4083 (Online) http://www.scirp.org/journal/ib

iBusiness(iB) is an international refereed journal dedicated to the latest advancement of internet and Business. The goal of this journal is to keep a record of the state-of-the-art research and promote the research work in these fast moving areas.

### *Editor-in-Chief* Prof. Jac C. Heckelman Wake Forest University, USA

## **Editorial Board**

#### **Executive Editor in Chief** Prof. Hengjin Cai Wuhan University, China

Prof. Richard J. Butler	Brigham Young University, USA
Prof. Matthew J. Drake	
	Duquesne University in Pittsburgh, USA
Prof. Danco Davcev	University St. Cyril and Methodius, Macedonia
Prof. II Do Ha	Daegu Haany University, Korea (South)
Prof. Ashok K. Keshari	Indian Institute of Technology, India
Dr. Vassilis Kostoglou	Alexander Technological Educational Institute of Thessaloniki, Greece
Prof. Kamil Kuca	University of Defence, Czech
Prof. Nadim Obeid	University of Jordan, Jordan
Prof. Pingfeng Pai	National Chi Nan University, Taiwan, China
Dr. Lorena Skuflic	University of Zagreb, Croatia
Prof. Nenad Stefanovic	University of Kragujevac, Serbia
Prof. Qinghua Xia	Wuhan University, China
Dr. Xiujuan Zhao	Beijing University of Posts and Telecommunications, China
Dr. Qingyu Zhang	Arkansas State University, USA

# Subject Coverage

This journal invites original research and review papers that address the following issues in business and information. Topics of interest include, but are not limited to:

- ♦ Data Mining
- Decision Making Process
- E-Commerce
- E-Government
- Financial Analysis
- Geographic Information System
- Information Management
- Information Security

- ◆ Investment Analysis
- ♦ Knowledge Management
- Process Improvement
- Requirement Analysis
- Risk Management
- Supply Chain Management
- System Analysis
- Technology Innovation

We are also interested in short papers (letters) that clearly address a specific problem, and short survey or position papers that sketch the results or problems on a specific topic. Authors of selected short papers would be invited to write a regular paper on the same topic for future issues of the *iB*.

### 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-Mailhttp://www.scirp.org/journal/ibE-mail: ib@scirp.org