

## TABLE OF CONTENTS

Volume 4 Number 1

January 2014

### Effectiveness of Banks after M & A

- B. K. Tiwari.....1

### The impact of Positive Reinforcement on Employees' Performance in Organizations

- L. T. Wei, R. Yazdanifard.....9

### A Temporal Perspective on Learning Alliance Formation

- M. Piao.....13

### Impact of Flexible Working Hours on Work-Life Balance

- S. Shagvaliyeva, R. Yazdanifard.....20

### Logistics and Supply Chain Management: An Area with a strategic Service Perspective

- J. C. de Carvalho, J. Vilas-Boas, H. O'Neill.....24

### Introduction of Innovative Equipment in Mining: Impact on Productivity

- B. Boudreau-Trudel, K. Zaras, S. Nadeau, I. Deschamps.....31

### Buy-Back Contract Incorporating Fairness in Approach of Stackelberg Game

- G. X. Wei, Y. X. Yin.....40

### The Mechanism of “Big Data” Impact on Consumer Behavior

- Z. L. Fang, P. J. Li.....45

### How Google's New Algorithm, Hummingbird, Promotes Content and Inbound Marketing

- C. O. Y. Lin, R. Yazdanifard.....51

### A Study on Consumer Behavior of Commercial Health and Fitness Club—A Case of Consumers in Liverpool

- W. Zhang, Y. H. Li.....58