

TABLE OF CONTENTS

Volume 4 Number 2

February 2014

| Exploring the Moderating Effects of Socio-Demographic Variables on Consumer Acceptance and Use of Mobile Money Transfer Services (MMTs) in Southern Zimbabwe | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| J. Marumbwa | 71 |
| How Coal Miners Develop Path-Dependence and Lock in to an Unsafe Behavioral Path | |
| Z. Q. Xu, Q. R. Cao, N. Zhang | |
| Research on Green Degree Evaluation of Manufacturing Reverse Logistics | |
| T. Tian, Y. P. Chen | |
| A Study on Reasons and Solutions to Tour Guides' Ripping Off Tourist | |
| C. R. Ling | |
| Comparative Study of Traditional Network Marketing and E-Commerce Marketing Based on Cloud Computing | |
| M. Yin, S. Liu | 94 |
| The Allocation of Family Guanxi-Oriented Control Rights | |
| L. Y. Gu | 100 |
| Real World Project Management: Do As I Say, Not As They Teach | |
| P. W. Combs | 105 |