

American Journal of Industrial and Business Management



conversion rate

ISSN: 2164-5167



Journal Editorial Board

ISSN 2164-5167 (Print) ISSN 2164-5175 (Online)

<http://www.scirp.org/journal/ajibm>

Editorial Board

Dr. Javier De Andrés	University of Oviedo, Spain
Dr. Ali Azadeh	University of Tehran, Iran
Dr. Massimiliano Celli	University of Roma Tre, Italy
Prof. Ada Che	Northwestern Polytechnical University, China
Prof. Singa Wang Chiu	Chaoyang University of Technology, Chinese Taipei
Prof. Ubaldo Comite	University of Calabria, Italy
Prof. Kisperska-Moroń Danuta	University of Economics, Poland
Prof. Mário Franco	University of Beira Interior, Portugal
Dr. Fernando J. Garrigos-Simon	Universitat Politècnica de Valencia, Spain
Prof. Roland Gillet	Paris 1 University, France
Dr. Md. Mamun Habib	Universiti Utara Malaysia (UUM), Malaysia
Prof. Mhand Hifi	Université de Picardie Jules Verne, France
Prof. Voratas Kachitvichyanukul	Asian Institute of Technology, Thailand
Prof. Hans Löfsten	Chalmers University of Technology, Sweden
Prof. Eugene Levner	Ashkelon Academic College, Israel
Prof. M. K. Luhandjula	University of South Africa, South Africa
Dr. John R. Owen	Centre for Social Responsibility in Mining University of Queensland, Australia
Prof. Sanda Renko	University of Zagreb, Croatia
Dr. Shib Sankar Sana	Bhargar Mahavidyalaya, India
Dr. Eric D. Smith	University of Texas at El Paso, USA
Dr. Faisal Talib	University Polytechnic, Aligarh Muslim University, India
Prof. Sangbing Tsai	University of Electronic Science and Technology of China, China
Dr. Bill T. L. Tseng	The University of Texas, USA

Academic Editor

Dr. Grigorios L. Kyriakopoulos	National Technical University of Athens (NTUA), Greece
---------------------------------------	--

Table of Contents

Volume 8 Number 3

March 2018

Crowding-Out Effects of Government Guided Venture Philanthropy

S. X. Li.....433

Research on the Mechanism of University Think Tanks Influencing Public Policy Process in New Media Environment

L. Zhang, J. Guo.....446

Tax Avoidance, Property Rights and Audit Fees

N. J. Hu.....461

The Route Planning on Campus Bus in H University

Z. G. Shu, X. L. Wu.....473

Research on Two-Echelon Green Supply Chain Decision under Government Subsidy

S. L. Zhan, Z. G. Shu, H. Jiang.....487

Industrialisation as a Vehicle for Uganda to Achieve a 1st World Economy by 2040: A Review of Uganda’s Industrialisation Efforts

A. J. B. Muwanguzi, P. Olowo, A. Guloba, J. Muvawala.....496

Uganda’s Fiscal Policy (2000-2016): Implications for Public Investment Management (PIM)

A. Guloba.....514

Customer Strategy for Implementing Customer Relationship Management in Corporation with the Value-Based Network Analysis Approach

E. Kalani, A. Elhami, M. Mashreghi, R. B. Kazem-Zadeh, E. Kamrani.....537

Selection of Investment Basis Using Neural Networks in Stock Exchange

E. Kalani, A. Elhami, R. B. Kazem-Zadeh, E. Kamrani.....548

The Influence of Brand Experience on People’s Revisit and Purchase Intention in the Context of China’s Museum

B. Y. Li.....563

Retail Brand Equity: Measurements through Brand Policy and Store Formats

M. Jara.....579

Earnings Management Motivation and Cost Stickiness—Research Based on Private Equity Placement

Y. H. Li.....597

**“The Same Staff Can Be Enough”. Employers’ Resilience
Strategies in Recruitment Decisions**

R. Ingrassia.....607

Red or Blue? The Influence of Background Color on Promotion Value Perception

Y. X. Yu, H. Zhou.....619

Study on Marketing Strategy System of SMEs under Internet Background

Y. Y. Jin.....638

Empirical Research on Consumer Expertise and Perceived Value of Fund Investors

B. X. Li, M. Lei, W. Li.....645

Pre-Sale Competition When Consumers Regret

L. Huang.....658

**Path Selection of Renminbi (RMB) Internationalization under “The Belt and Road”
(B & R) Initiative**

S. Q. Xia.....667

A Literature Review of Consumption Embarrassment and Prospects

Y. T. Li, D. F. Yang, H. Zhou.....686

**Analysis of the Differences and Linkage between
Chinese and American Stock Markets**

H. D. Liu.....700

**Diagnosis and Efficacy Improvement of Staff Training in Medium-
and Small-Sized Private Enterprises**

L. J. Zheng, J. M. Wang.....710

**The Spatial Evolution Analysis of Manufacturing Industrial
Gravity Centre of Guangdong Province**

F. F. Wang.....721

**Priority Sequence of Generic Technologies Commercialization:
Take Biotechnology for an Example**

S. H. Wang, R. F. Liu.....735

**An Empirical Study on the Synergic Relationship between the Regional Sci-Tech Innovation
Platform and the Development of Strategic Emerging Industries**

W. R. Zhang.....747

**The Influence of Supervisors’ Network Position on Postgraduates’ Innovative
Ability (Based on the Absorptive Capacity of Postgraduates)**

W. P. Zhao, S. N. Zheng.....760

**A Study on the Relationship between Customer Participation, Perceived Control
and Customer Equity—Collecting Samples from Financial Industry**

C. J. Yang, J. Y. He.....777

**The Impact of Complaints between Frontline Service Employees on Consumers
—Based on Critical Incident Technique**

J. H. Zhang, N. N. Wang.....793

American Journal of Industrial and Business Management (AJIBM)

Journal Information

SUBSCRIPTIONS

The *American Journal of Industrial and Business Management* (Online at Scientific Research Publishing, www.SciRP.org) is published monthly by Scientific Research Publishing, Inc., USA.

Subscription rates:

Print: \$79 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 and reuse rights for the front matter of the journal:

Copyright © 2018 by Scientific Research Publishing Inc.

This work is licensed under the Creative Commons Attribution International License (CC BY).

<http://creativecommons.org/licenses/by/4.0/>

Copyright for individual papers of the journal:

Copyright © 2018 by author(s) and Scientific Research Publishing Inc.

Reuse rights for individual papers:

Note: At SCIRP authors can choose between CC BY and CC BY-NC. Please consult each paper for its reuse rights.

Disclaimer of liability

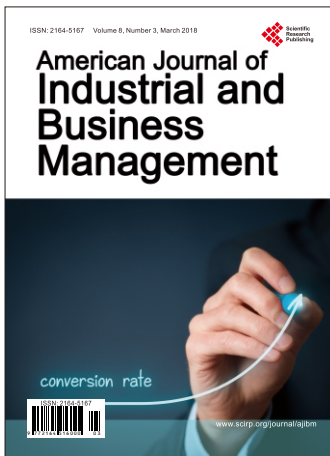
Statements and opinions expressed in the articles and communications are those of the individual contributors and not the statements and opinion of Scientific Research Publishing, Inc. We assume no responsibility or liability for any damage or injury to persons or property arising out of the use of any 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: ajibm@scirp.org

Call for Papers



American Journal of Industrial and Business Management

ISSN 2164-5167 (Print) ISSN 2164-5175 (Online)
<http://www.scirp.org/journal/ajibm>

American Journal of Industrial and Business Management (AJIBM) is an international journal dedicated to publishing high quality, original papers, and research developments in theories and applications in all areas of industrial and business management. AJIBM covers the following topics:

Business Management

Accounting, Auditing and Taxation
Accounting Information Systems
Business Economics
Business Intelligence and Strategy
Finance and Investment
General Business Research
Human Resources Management
Marketing Theory and Applications
Organization Studies
Operations Management
Risk Management

Industrial Engineering & Management

Facilities Planning & Materials Handling
Human Factors, Ergonomics and Safety
Manufacturing, Control and Automation
Operations Management
Operations Research
Optimization Theory and Applications

Planning, Scheduling, and Project Management
Production, Inventory Management, and Logistics
Reliability, Quality Management
Transportation, Supply Chain Management

Information Management & Applications

Computational Intelligence
Decision Support Systems
Information Management
Innovation, Technology Management
Management Information Systems
Modeling and Simulation of Industrial and Business Systems

Others

Environment and Energy Management
General Management
Health Care Systems and Management
Stochastic Models and Statistics in Industrial and Business Applications

Other related topics are also welcome. All manuscripts must be prepared in English and are subject to a rigorous and fair peer-review process. AJIBM contains the following types of papers: (1) Research articles, show original research results that contribute to the theory, methodology, and applications of industrial and business management. (2) Invited reviews, present the developments in industrial and business management topics over the recent years.

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-Mail

<http://www.scirp.org/journal/ajibm>

E-mail: ajibm@scirp.org