

ISSN: 2329-3284

Volume 7, Number 1, January 2019



Open Journal of Business and Management



ISSN: 2329-3284



9 772329 328004 01

www.scirp.org/journal/ojbm

Journal Editorial Board

ISSN 2329-3284 (Print) ISSN 2329-3292 (Online)

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

Editorial Board

Prof. Howard Adler	Purdue University, USA
Dr. Rodrigo Basco	Herdecke University, Germany
Dr. Michael G. Brizek	South Carolina State University, USA
Dr. F. Javier Rondán Cataluña	University of Seville, Spain
Prof. Valentina Della Corte	Federico II University of Naples, Italy
Dr. Bruna Ecchia	University of Naples Federico II, Italy
Prof. Mohsen Elhafsi	University of California-Riverside, USA
Prof. Richard F. Ghiselli	Purdue University, USA
Dr. Keith Harman	Oklahoma Baptist University, USA
Prof. Mai Iskandar-Datta	Wayne State University, USA
Dr. Nazrul Islam	Aberystwyth University, UK
Dr. Grigorios L. Kyriakopoulos	National Technical University of Athens, Greece
Prof. Min-Young Lee	University of Kentucky, USA
Prof. Marco Maffei	Federico II University of Naples, Italy
Dr. Fernando Matias-Reche	Granada University, Spain
Prof. Javier Llorens Montes	University of Granada, Spain
Dr. Vincent Omachonu	University of Miami, USA
Prof. Maurizio Rija	University of Calabria, Italy
Dr. Fabio Sabatini	Sapienza University of Rome, Italy
Prof. David W. Stewart	Loyola Marymount University, USA
Dr. Ruhai Wu	McMaster University, Canada

Table of Contents

Volume 7 Number 1

January 2019

The Barriers and Enablers of the Educational Cloud: A Doctoral Student Perspective	
M. Ali.....	1
Innovation and Co-Creation Process within a Service Context: A Matter of Choice or Necessity?	
J. McManus, B. Ardley.....	25
Rule of Fives: Identifying Critical Misalignment of Strategic Choices in Organizational Design	
T. Nerenz.....	43
Customers' Responses to Employee Extra Attention	
Y. Kageyama, A. Barreda.....	59
Trade and Women Employment in China: An Insight into the Low Presence of Women Workforce in the 21st Century Corporate China	
A. Nandi.....	70
Competitiveness Identification of Supply Chain Management Enterprises Based on DEMATEL-ANP Method	
H. Yang.....	93
Performance Analysis of China's Fast Fashion Clothing Market Based on SCP Model	
L. Ge, X. R. Sun, C. G. Li.....	106
Considerations of Sustainable Property Investments in Indonesia	
K. A. Fachrudin, H. T. Fachrudin, E. Siahaan.....	116
Research on the Impact of Five Science and Technology Plans of Guangdong Province on Industrial Innovation Chain	
Y. H. Yu.....	124
Research on the Impact of Online Service Remedy on Customer Interactive Behavior in Virtual Brand Community	
H. Hu, D. P. Li.....	135
Weakening Effect of Executive Overconfidence on Equity Incentive—The Empirical Evidence from Chinese Listed Companies	
S. Y. Chen.....	151

A Framework of Output Specifications and Evaluation Method for Hospital PPP Projects	
Y. Pei.....	167
Exploring the Effect of Venture Capital Instruments and Control Mechanisms on Growth of Venture Capital Fund: Empirical Evidence from Ghana	
S. Sulemana, H. B. Chen.....	180
An Empirical Analysis of the CNY Internationalization and Its Influencing Factors	
H. L. Chen.....	194
Executive Equity Incentives, Overconfidence and Corporate Inefficient Investment	
S. S. Xiong.....	209
Social Integrity and the Cost of Equity Capital	
M. Wang.....	229
Human Resource Outsourcing in Banking Sector: Case Study of UBA Bank-Guinea	
T. Qian, K. B. Aisaata, M. Miao.....	245
Research on Operation Management Innovation of New-Type R & D Institution in Anhui Province in China	
H. Xia, Z. Z. Ge.....	263
Value Creation of Strategic Investors under Convertible Bond Investment—A Case Study of Wharf (Holdings) Limited	
W. Huang.....	275
Internal Control Audit Fee and Internal Control Audit Quality—Evidence from Integrated Audits	
R. S. Chen.....	292
Financial Market Pricing of Earnings Quality: Evidence from a Multi-Factor Return Model	
G. M. Dempster, N. T. Oliver.....	312
Research on the Current Situation and Countermeasures of Investment Banking of Chinese Commercial Banks	
P. Y. Zhang.....	330

Open Journal of Business and Management (OJBM)

Journal Information

SUBSCRIPTIONS

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

Subscription rates:

Print: \$39 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 © 2019 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 © 2019 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: ojbm@scirp.org



Open Journal of Business and Management

ISSN 2329-3284 (Print) ISSN 2329-3292 (Online)

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

Open Journal of Business and Management (OJBM) is an international journal dedicated to the latest advancement in the study of business and management. The goal of this journal is to provide a platform for scientists and academicians all over the world to promote, share, and discuss various new issues and developments in different areas of business and management.

Subject Coverage

All manuscripts must be prepared in English, and are subject to a rigorous and fair peer-review process. Accepted papers will immediately appear online followed by printed hard copy. The journal publishes original papers covering a wide range of fields but not limited to the following:

- Accounting
- Advertising
- Analysis
- Business and economics education
- Business ethics and corporate social responsibility
- Business finance and investment
- Business law
- Business research methods
- Business theories
- Case studies and management information systems
- Communication
- Consumer behavior
- Corporate governance
- Engineering management
- Entrepreneurship
- Environmental management and profitability
- Financial reporting
- General business research
- General management
- Health management in public and private institutions at the healthcare sector
- Human resource management
- Information technologies
- Insurance
- Internationalization features of Small and Medium Enterprises (global SMEs)
- Legislative issues/initiatives at the entrepreneurial sector
- Management information systems
- Management organization
- Marketing
- Marketing theory and applications
- Operations management
- Organizational behavior
- Organizational behavior and theory
- Personnel and industrial relations
- Production/operations management
- Project management
- Project management and strategy
- Risk management
- Sales management
- Social issues and public policy
- Statistics and econometrics
- Strategic management
- Strategic management policy
- Supply chain management—advancements in logistics management
- Technology and innovation diffusion in enterprises
- Total quality management

We are also interested in: 1) Short reports — 2-5 page papers in which an author can either present an idea with a theoretical background but has not yet completed the research needed for a complete paper, or preliminary data; 2) Book reviews — Comments and critiques, special peer-reviewed issue for colloquia, symposia, workshops.

Notes for Intending Authors

The submitted manuscript should not have been previously published in any form and must not 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/ojbm>

Email: ojbm@scirp.org