## **Table of Contents**

Entrepreneurship in Family Business: Emerging Storyline  Zoheir Ezziane, Elias Mezzawi and Benoit Leleux	1
Enlightened Marketing: An Adoptability Review for Marketing of Management Institutes of Maharashtra State of India  S.B. Thorat, S.B. Kishor, Yogesh Wamborikar, Nilesh Shinde and Pravin Tamgadge	6
Strategic Analysis for the better Marketing of MBA Institutes of the Maharashtra State of India: A Case Study S.B.Thorat, S.B.Kishor and Bharat Meghe	11
Social Media Marketing Mix: Applicability Review for Marketing in Education S.B. Thorat, S.B. Kishor and Bharat Meghe	16
The Yearly Inflation Rate and Its Forecasting  Josef Arlt and Markéta Arltová	21
Assessing Business Efficiency in the Use of Social Networking Sites: A DEA Approach Mafalda Dias Pinheiro and António Grilo	26
Data Envelopment Analysis Network Models with Interval Data  *Josef Jablonsky**	31
Team Efficacy of Flight Attendants: The Effect of Shared Leadership Edward C. S. Ku, Fei-Hung Chen and Steve Hsu	36
Acceptance Sampling – Economical Approach  Jindrich Klufa	40
Leadership Aspirations of Professional Accountants  Heather Banham and Yunke He	44
A Research on the Impact of Cost of Quality Models and Reporting System on Managing Cost of Quality  Tina Arabian, S. M. Mehdi Jourabchi, Z. Leman and M.Y. Ismail	50
Virtual Competence and Collaborative Online Team Performance:The Backpackers' Perspective  Edward C. S. Ku and Adam S. S. Yan	55
A Study on Attitudinal Approach on Currency in Circulation Srinivasan Chinnammai	59
The Effects of Nationality and Shopping Orientations on Online Shopping Cart Abandonment Cheol Park and Yao Wang	64
Mixture Normal Denssity Functions as a Model Wage Distribution <i>Lubos Marek and Michal Vrabec</i>	69
Purchasing Behavior of Thai Local Dessert for Consumers, Nakhon Sri Tammarat  Jantira Phooma, Chulin Thongampra, Poonsap Innsung, Suvita Sakchainan,  Thanatcha Suriyawong	75
E-Marketplaces: A New Approach Antonio Grilo, Ricardo Jardim-Goncalves and SudeepGhimire	79
Liberalization and Organizational Restructuring of the Construction Industry in India  Aditi Bhagat and Rahul Roy	84

Dynamic Modeling for Effect of Cultural Values on Economic Growth in Iran Farzaneh Chavoshbashi, Ahmad Sayani and Reza Giahi	90				
Underrepresentation of Women and Vertical Segregation by Gender in Purchasing Departments  Sandra Eitler					
A Preliminary Study on Market-Oriented Product Innovation Management Process-Using the Imagination, Design and Development of Portable Cashbox for Chinese Market as an Example Chen Fei-Chuan, Shyr Yi-Hwan, Lai Yu-Fan, Chiang Chih-Hang and Lin Hai-shan					
Consumer Preference and Image Perceptions to Classic Chairs  Chun-Te Lin, Chao-Fa Liu, Hsiu-Min Chen, Cheng-Yuan Lin and Chien-Cheng Chang	105				
Product Innovation Management: A Case Study of New Product Development from Concept Design to Mass Production  Yi-Hwan Shyr, Chieh-Ting Huang, Wen-I Ko, Pei-Chun Hung and Tai-Ning Kuo	110				
Economic Growth through Cultural Values & Cultural Capitals in Iran Farzaneh Chavoshbashi and Ahmad Sayani					
Adding Value to Company Branding from the Perspective of Service Design Using X-company Corporation as an Example Shyr Yi-Hwan, Fang Yu-Min, Cheng Yuan-Hau, Sun Meng-Xian and Chen Chien-Cheng					
Strategic and Marketing Aspect of Bancassurance – Service Innovation in Hungary Éva Pintér	126				
Creation of Networks VS National Tourism Organization – Croatian Experience  Dragan Magaš and Marcel Meler	131				
Analysis of Risk and Non-Linear Optimization - Example of the Croatian Stock Market Index  Zoran Wittine	136				
On Taxonomy of Contextual Marketing Approach  Hiroshi KOGA	141				
Analysis Of Disclosure Of GCG In Sharia Banking, Zakah, Social Performance, And Financing Risk—Study On Sharia Banking In Indonesia  Tettet Fitrijanti and Amelia Rizky Alamanda	146				
Sustainable Energy Generation: What are the Perspectives  Magsud Ibrahimov	149				
Sustainable Tourism Industry Management in Nakhon Si Thammarat, Thailand Oraphan Chanin, Apirun Chanthong and Piangpis Sriprasert	154				
The Effect of Entrepreneurial Orientation on the Success of Community Enterprise: A Study of Nakhon Si Thammarat, Thailand  Piangpis Sriprasert	158				
RFID Adoption by Supply Chain Organizations in Malaysia Seyedeh Yalda Saremi and Maryam Taghizadeh	163				
Kazakhstan in the System of Integration Processes: Opportunities and Challenges Rauana Abdrakhmanova	168				
Why Cannot One of the Asian Tigers (Korea) Jump over the Threshold of Advanced Countries?  O. Yul Kwon	173				
Board of Directors and Firms Performance: Evidence from Malaysian Public Listed Firm	178				

Maryam Taghizadeh and SeyedehYalda Saremi

Integrating Advanced Quality Techniques to Improve the Quality of Glass Tubes: A Case Study	183
Mahmoud M.El Araby, Lamia A. Shihata and Nahid H. Afia	
A Customer Equity Management Model for Private Brands: Store Equity Diffusion and the Moderating Effects of Image Fit Hsin-Hui Lin	190
The Context of the Macro Data and the Characteristics of the General Government in Central Eastern Europe Ágnes Csiszárik-Kocsir, Mónika Fodor and András Medve	195
Media Consumption Habits, Assessment of Payed Digital Contents According to the Findings of a National Research  Mónika Fodor, Ágnes Csiszárik-Kocsir, Katalin Jäckel and András Medve	200
Print Media Versus Digital Media and the Expected Results Based on the Results of a Comprehensive Trend Research  Mónika Fodor, Katalin Jäckel, Ágnes Csiszárik-Kocsir and András Medve	204
Contract Workers and the Rationale of the 'Good Conduct Bonds': The Case of Maruti-Suzuki, Maneswar Plant, India  Deepanjana Varshney	209
Author Index	213