

Table of Contents

Session 1

Innovation and using Management Control System <i>Shahab Eshraqi</i>	1
Customer Knowledge Management as a Strategic and Integrated Management System <i>Pariva Haghighat and Abdolmajid Yahyabeyg</i>	7
The Opportunity and Need for Marketing Knowledge Management <i>Abdolmajid Yahyabeyg and Pariva Haghighat</i>	11
An Empirical Study of China's E-business Economy from the perspective of Internet Penetration <i>Bing LI</i>	15
A Framework of Digital Collaboration Networks for SME' s Sustainability <i>Olivia Fachrunnisa, Mutamimah and Gunawan</i>	20

Session 2

Toward an Architectural Model to Facilitate Adopting EGovernment Business Model <i>Basem Y. Alkazemi, Abdullah Baz and Grami M. Grami</i>	26
Factors Influencing Consumer' s Online Brand Usage Behavior: Evidence from Online Shoppers in Indonesia <i>Almira Siagian and Mustika Sufiati Purwanegara</i>	32
Online Community Usage Behavior (Case Study of Indonesian Online Community Members) <i>Nindya Kusuma Wardhani and Mustika Sufiati Purwanegara</i>	37
Students' Motives to Work: Intercultural Study <i>Vilmante Kumpikaite and Antonio Mihi Ramirez</i>	43
The Impact of China' s Economic Growth and External Debt on China' s Foreign Direct Investment (1982-2010) <i>Huseyin Cetin and Salih Kalayci</i>	48

Session 3

Management Perceptions of the Importance of Brand Awareness as an Indication of Advertising Effectiveness <i>Davit Mkhitaryan</i>	53
Hazard Identification and Risk Assessment in Sustainable Enterprise <i>Monica Izvercian, Larisa Ivascu, Serban Miclea and Alina Radu</i>	58
Competitiveness as a Result of Human Resources Marketing <i>Monica Izvercianu, Alina Radu, Serban Miclea and Larisa Ivascu</i>	62
“Dutch Disease in a Gaming Tourism Economy: The case of Macau” <i>Susana Mieiro, Pedro Nogueira Ramos and José Alves</i>	67
The Model of Purchasing and Visiting Behavior of Customers in an E-commerce Site for Consumers <i>Shota Sato and Yumi Asahi</i>	72

Session 4

Conflict: Useful or Harmful in Self-Managed Project Teams (SMPTs)?	77
--	----

<i>Zaleha Binti Yazid</i>	
A Conceptual Model for Business Ecosystem and Implications for Future Research <i>Milad Fathi Baghbadorani and Amirpouyan Harandi</i>	82
Soil Erosion in Rubber Plantations on Kho Hong Hill, Hat Yai District, Songkhla Province, Thailand <i>Nitipat Nuanmano, Saowalak Roongtawanreongsri and Charlchai Tanavud</i>	87
Policy on Forest Management in Thailand: A Case Study of Kho Hong Hill in South Thailand <i>Jariyaporn Masawat and Saowalak Roongtawanreongsri</i>	91
Laws Concerned with Forest Management: A Case Study of Kho Hong Hill in south Thailand <i>Thanin Chusi and Saowalak Roongtawanreongsri</i>	96
Session 5	
Re-visiting the Interface between Engineering and Marketing <i>Henri Simula</i>	101
Communicating Luxury Brand Exclusivity Online <i>Anita Radón</i>	106
Analysis of Mobile and Fixed Line Phones Growth and the Economic Development in China <i>Muhammad Athar Saeed, Li Jian, Sadia Murawwat and Han Na</i>	111
The Strategic Alignment between Competitive Strategy and Dynamic Capability and its Impact on E-business Value <i>Mona Rashidirad, Jawad Syed and Ebrahim Soltani</i>	116
Assessing the Responsiveness of E-commerce in Data Mining <i>Alla Talal Yassin</i>	121
Session 6	
Towards Public Health Policy Formulation <i>Petr Cernohorsky and Jan Voracek</i>	126
Expenditure on Private Tutoring: The Case of Jordan <i>Ibrahim Alhawarin and Bassam Abu Karaki</i>	131
Atmospherics Effects on Consumer Emotions and Behaviour: Web Site Context <i>Egle Vaiciukynaite</i>	137
Electronic Commerce Position in Islamic Economy <i>Abdulhamid Khorsavi, Adel Jahanbani, Saleh Haqshenas and Hossein Shokohi</i>	144
Author Index	149