

ISSN: 2152-7245 Vol. 6, No. 7, July 2015



Modern Economy



ISSN: 2152-7245



www.scirp.org/journal/me

Journal Editorial Board

ISSN: 2152-7245 (Print) ISSN: 2152-7261 (Online)

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

Editor-in-Chief

Prof. Francesco Zirilli

Sapienza Università di Roma, Italy

Editorial Board

Prof. Gary C. Anders

Arizona State University, USA

Prof. Avik Chakrabarti

University of Wisconsin-Milwaukee, USA

Prof. Gouranga Gopal Das

Hanyang University, South Korea

Prof. Mieczyslaw Dobija

Cracow University of Economics, Poland

Prof. Luiz Paulo Lopes Favero

University of Sao Paulo, Brazil

Prof. Ulf-Göran Gerdtham

Lunds University, Sweden

Prof. Yu Hsing

Southeastern Louisiana University, USA

Prof. Hesuan Hu

New Jersey Institute of Technology, USA

Prof. I-Hsiang Huang

National University of Kaohsiung, Chinese Taipei

Prof. Bartłomiej Kaminski

Rzeszow University of Information Technology
and Management, Poland

Prof. Shih-Kung Lai

National Taipei University, Chinese Taipei

Dr. Thanh Quang Le

University of Queensland, Australia

Prof. Fernando Merino

Universidad de Murcia, Spain

Prof. Boris S. Mordukhovich

Wayne State University, USA

Prof. Iordanis Petsas

University of Scranton, USA

Prof. Janna Smirnova

University of Calabria, Italy

Dr. Ugur Soytaş

Middle East Technical University, Turkey

Prof. José Luis Vázquez-Burguete

University of León, Spain

Prof. Cuihong Yang

Chinese Academy of Sciences, China

Dr. Xuebing Yang

Pennsylvania State University at Altoona, USA

Prof. Hoshino Yasuo

Aichi University, Japan

Prof. Wei Zou

Wuhan University, China

Table of Contents

Volume 6 Number 7

July 2015

Development of Altman Five-Factor Model of Assessing the Creditworthiness of an Enterprise

B. Bamadio, K. A. Lebedev.....797

Determinants of Expected Wages of Unemployed Workers in Turkey

İ. Şentürk.....808

Cryptocurrencies: Are Disruptive Financial Innovations Here?

G. Vora.....816

Analysis of the Factor Affected Chinese Audience Choice Behavior between Traditional TV and Network Video in PLS-SEM

D. Q. Tan, J. H. Bai.....833

Technical Efficiency of Milk Producers in Cattle Corridor of Uganda: Kiboga District Case

T. T. Nakanwagi, T. S. Hyuha.....846

Modern Economy (ME)

Journal Information

SUBSCRIPTIONS

The *Modern Economy* (Online at Scientific Research Publishing, www.SciRP.org) is published monthly by Scientific Research Publishing, Inc., USA.

Subscription rates:

Print: \$69 per issue.

To subscribe, please contact Journals Subscriptions Department, E-mail: service@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 © 2015 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 © 2015 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: me@scirp.org



Modern Economy

ISSN 2152-7245 (Print) ISSN 2152-7261 (Online)

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

Modern Economy (ME) is an international journal dedicated to the latest advancement of all areas of economics. 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 modern economy.

Editor-in-Chief

Prof. Francesco Zirilli

Sapienza Università di Roma, Italy

Editorial Board

Prof. Gary C. Anders
 Prof. Avik Chakrabarti
 Prof. Gouranga Gopal Das
 Prof. Mieczyslaw Dobija
 Prof. Luiz Paulo Lopes Favero
 Prof. Ulf-Göran Gerdtham
 Prof. Yu Hsing
 Prof. Hesuan Hu
 Prof. I-Hsiang Huang
 Prof. Bartłomiej Kaminski
 Prof. Shih-Kung Lai
 Dr. Thanh Quang Le
 Prof. Fernando Merino
 Prof. Boris S. Mordukhovich
 Prof. Iordanis Petsas
 Prof. Janna Smirnova
 Dr. Ugur Soytaş
 Prof. José Luis Vázquez-Burguete
 Prof. Cuihong Yang
 Dr. Xuebing Yang
 Prof. Hoshino Yasuo
 Prof. Wei Zou

Arizona State University, USA
 University of Wisconsin-Milwaukee, USA
 Hanyang University, South Korea
 Cracow University of Economics, Poland
 University of Sao Paulo, Brazil
 Lunds University, Sweden
 Southeastern Louisiana University, USA
 New Jersey Institute of Technology, USA
 National University of Kaohsiung, Chinese Taipei
 Rzeszow University of Information Technology and Management, Poland
 National Taipei University, Chinese Taipei
 University of Queensland, Australia
 Universidad de Murcia, Spain
 Wayne State University, USA
 University of Scranton, USA
 University of Calabria, Italy
 Middle East Technical University, Turkey
 University of León, Spain
 Chinese Academy of Sciences, China
 Pennsylvania State University at Altoona, USA
 Aichi University, Japan
 Wuhan University, China

Subject Coverage

The journal publishes original papers including but not limited to the following fields:

Agent Based Models in Economics	Managerial Economics
Business Economics	Marketing
Ecological Economics	Multilateral Institutions
Economic Development	Multinational Corporations
Economic Integration	National Accounting
Economics and Complex Systems	Open Economy Macroeconomics
Economics and Management	Political Economy
Environmental Economics	Price Theory and Practice
Exchange Rates	Public Sector Economics
Finance and Investments	Quantitative Economics
Fiscal and Monetary Policy	Regional Economics and Management
Industrial Economics	Resource Economics
Information Economics	Rural Economics
Insurance	Sustainable Development Economics
International Economy	Technology Economics
International Finance	Tourism Economics
International Institutions	Trade Patterns
Labor Economics	Transport Economics
Logistics Economics	Urban Economics and Planning

We are also interested in: 1) Short Reports—2 - 5 page papers where an author can either present an idea with theoretical background but has not yet completed the research needed for a complete paper or preliminary data; 2) Book Reviews—Comments and critiques.

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/me>

E-mail: me@scirp.org