

ISSN: 2329-3284

Volume 6, Number 3, July 2018



Open Journal of Business and Management



ISSN: 2329-3284



9 772329 328004 03

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 Elhafi	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
Dr. Fabio Sabatini	Sapienza University of Rome, Italy
Prof. David W. Stewart	Loyola Marymount University, USA
Prof. Patrick Velte	Leuphana University Lüneburg, Germany
Dr. Ruhai Wu	McMaster University, Canada

Table of Contents

Volume 6 Number 3

July 2018

Analysis of Urban Innovation Efficiency in Guangdong-Hong Kong-Macao Greater Bay Area

S. Q. Zhao.....539

Study on the Influencing Factors and Countermeasures of Supply and Demand Balance in Real Estate Market in Dazhou

X. M. Pu, L. Tian, A. L. Pu.....551

Optimal Government Spending Ratio on the Research Sector

Z. X. Wu.....558

Study on Spatial Econometrics of Level Spatial Data of Knowledge Spillover Effect in Industrial Industry in Guangdong Province

Y. Wang.....568

A New Framework for Online Business Teaching

C. Nistor, P. Nyer.....576

The Impact of Parental Entrepreneurship on Children's Health

H. Wang.....585

A Generalized Bilateral Trading Model

R. C. Tao.....606

The Impact of Market Orientation on Performance of Selected Hotels in Ondo State, Nigeria

A. M. Oluwatoyin, A. P. Olufunke, I. O. Salome.....616

Combination Method between Fuzzy Logic and Neural Network Models to Predict Amman Stock Exchange

M. M. Alalaya, H. A. Al Rawashdeh, A. Alkhateb.....632

Teaching Model Reform of Performance Management Course Based on the Theory of Constructivism

L. Cheng.....651

An Assessment of the English Proficiency of the Thai Workforce and Its Implication for the ASEAN Economic Community: An Empirical Inquiry

A. Franco, S. S. Roach.....658

The Motivation and Performance in the Human Resource of a University Organization in the State of Morelos

A. R. P. Mayo, F. R. Torres, N. R. Nieto.....678

Operations Management of Mobike in China

Z. Li.....688

Network Consumers' Reference Price Formation Analysis

H. Y. Lin.....696

A Brief Discussion on the Factors Influencing the Formation of Subordinates' Followership

Y. Q. Wang, H. M. Zhang.....707

Effects of Message Strategy and Need for Cognition (NFC) on Consumer Attitudes: A Case of Corporate Social Responsibility (CSR) Advertising

C.-M. Yang.....714

Insights the Practice of Integrated Reporting: A Study on MNCs in Bangladesh on the Degree of Adherence to the Reporting Framework

R. Islam, M. R. Islam.....733

An Analysis of the Motivation of Customer Participation Value Co-Creation in the We-Media: A Study Based on Content Marketing

X. Wu, F. Y. Liu.....749

Tax Burden Implication of Tax Reform

Y. M. Salaudeen, T. A. Atoyebi.....761

Determinants of Loan Defaults in Some Selected Credit Unions in Kumasi Metropolis of Ghana

E. Yeboah, I. M. Oduro.....778

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 © 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: ojbm@scirp.org

What is SCIRP?

Scientific Research Publishing (SCIRP) is one of the largest Open Access journal publishers. It is currently publishing more than 200 open access, online, peer-reviewed journals covering a wide range of academic disciplines. SCIRP serves the worldwide academic communities and contributes to the progress and application of science with its publication.

What is Open Access?

All original research papers published by SCIRP are made freely and permanently accessible online immediately upon publication. To be able to provide open access journals, SCIRP defrays operation costs from authors and subscription charges only for its printed version. Open access publishing allows an immediate, worldwide, barrier-free, open access to the full text of research papers, which is in the best interests of the scientific community.

- High visibility for maximum global exposure with open access publishing model
- Rigorous peer review of research papers
- Prompt faster publication with less cost
- Guaranteed targeted, multidisciplinary audience



Website: <http://www.scirp.org>

Subscription: sub@scirp.org

Advertisement: service@scirp.org