

ISSN: 2164-5167

Volume 3, Number 3, July 2013



Scientific  
Research

# American Journal of Industrial and Business Management



ISSN: 2164-5167



[www.scirp.org/journal/ajibm](http://www.scirp.org/journal/ajibm)

# Journal Editorial Board

ISSN 2164-5167 (Print) ISSN 2164-5175 (Online)

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

---

## Editors in Chief

**Prof. Yuan-Shyi Peter Chiu**

Chaoyang University of Technology, Chinese Taipei

**Prof. Gary C. Lin**

Bradley University, USA

## Editorial Advisory Board

**Prof. Kuang-Ku Chen**

National Changhua University of Education, Chinese Taipei

**Prof. Eugene Levner**

Ashkelon Academic College, Israel

## Editorial Board

**Dr. Javier De Andrés**

University of Oviedo, Spain

**Dr. Ali Azadeh**

University of Tehran, Iran

**Prof. Paolo Pietro Biancone**

University of Torino, Italy

**Prof. Ada Che**

Northwestern Polytechnical University, China

**Prof. Singa Wang Chiu**

Chaoyang University of Technology, Chinese Taipei

**Prof. Kisperska-Moroń Danuta**

University of Economics, Poland

**Prof. Mário Franco**

University of Beira Interior, Portugal

**Prof. Roland Gillet**

Paris 1 University, France

**Prof. Dah-Chuan Gong**

Chung Yuan Christian University, Chinese Taipei

**Prof. Liutang Gong**

Peking University, China

**Prof. Mhand Hifi**

Université de Picardie Jules Verne, France

**Dr. Gjalt de Jong**

University of Groningen, Netherlands

**Prof. Voratas Kachitvichyanukul**

Asian Institute of Technology, Thailand

**Dr. Jangkoo Kang**

KAIST Graduate School of Finance, South Korea

**Prof. Hans Löfsten**

Chalmers University of Technology, Sweden

**Prof. M. K. Luhandjula**

University of South Africa, South Africa

**Prof. Paresh Kumar Narayan**

Deakin University, Australia

**Prof. Sanda Renko**

University of Zagreb, Croatia

**Dr. Shib Sankar Sana**

Bhargar Mahavidyalaya, India

**Dr. Eric D. Smith**

University of Texas at El Paso, USA

**Dr. Ebrahim Soltani**

University of Kent, UK

**Prof. Andranik Tangian**

University of Karlsruhe, Germany

**Dr. Bill T. L. Tseng**

The University of Texas, USA

**Dr. Suhaiza Hanim Dato Mohamad Zailani**

University Sains Malaysia, Malaysia

## TABLE OF CONTENTS

**Volume 3    Number 3**

**July 2013**

<b>Determinants of Economies of Scale in Large Businesses—A Survey on UE Listed Firms</b>	
M. Celli.....	255
<b>A Framework of the Carbon-Neutral Auditing for Enterprises in China</b>	
W. Zhang.....	262
<b>What Do Project Managers Actually Do? Exploring Micro-Practices of Managing Temporary Organizational Forms</b>	
B. Cambré, J. de Jong.....	266
<b>Generalized Demand Densities for Retail Price Investigation</b>	
P. Thomas, A. Chrystal.....	279
<b>Retail Price Optimization from Sparse Demand Data</b>	
P. Thomas, A. Chrystal.....	295
<b>Determinants of E-Learning Acceptance: An Empirical Study in the Tunisian Context</b>	
B. Rym, B. Olfa, B. M. Mélika.....	307
<b>GEA.vite, an Example of Assesment Protocol to Evaluate the Efficiency and Sustainability of Viticultural Italian Companies</b>	
L. Valenti, I. Ghiglieno, M. Tonni, P. Donna, M. Dell'Orto, F. Carletti.....	322
<b>Progress and Prospect of Research on Error System</b>	
Z.-W. Cheng, J.-G. Zhou, K.-Z. Guo.....	330
<b>Investigating the Effect of Music on Behavior of Apparel Consumers</b>	
S. S. Saeedi, A. A. Raei, J. F. Pour, M. Mehdi.....	335
<b>Winning Consumers through Experience: Competition between Domestic and International Businesses</b>	
Y. Liu, D. H. Dong.....	341
<b>A Web Clustered System for Achieving Higher Performances through Load Balancing Mechanism</b>	
Y. Rhee.....	349
<b>Analysis of Relationships between Port Activity and Other Sectors of the Economy: Evidence from Cote d'Ivoire</b>	
N. P. S. Essoh.....	357

# **American Journal of Industrial and Business Management (AJIBM)**

## **Journal Information**

### **SUBSCRIPTIONS**

The *American Journal of Industrial and Business Management* (Online at Scientific Research Publishing, [www.SciRP.org](http://www.SciRP.org)) is published monthly by Scientific Research Publishing, Inc., USA.

#### **Subscription rates:**

Print: \$59 per issue.

To subscribe, please contact Journals Subscriptions Department, E-mail: [sub@scirp.org](mailto:sub@scirp.org)

### **SERVICES**

#### **Advertisements**

Advertisement Sales Department, E-mail: [service@scirp.org](mailto:service@scirp.org)

#### **Reprints (minimum quantity 100 copies)**

Reprints Co-ordinator, Scientific Research Publishing, Inc., USA.

E-mail: [sub@scirp.org](mailto:sub@scirp.org)

### **COPYRIGHT**

Copyright©2013 Scientific Research Publishing, Inc.

All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as described below, without the permission in writing of the Publisher.

Copying of articles is not permitted except for personal and internal use, to the extent permitted by national copyright law, or under the terms of a license issued by the national Reproduction Rights Organization.

Requests for permission for other kinds of copying, such as copying for general distribution, for advertising or promotional purposes, for creating new collective works or for resale, and other enquiries should be addressed to the Publisher.

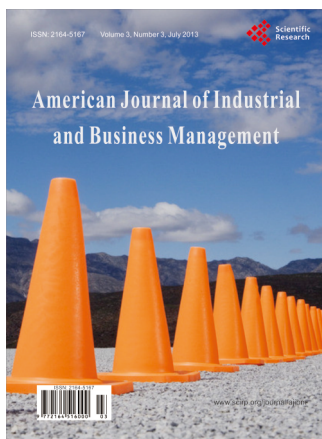
Statements and opinions expressed in the articles and communications are those of the individual contributors and not the statements and opinion of Scientific Research Publishing, Inc. We assume no responsibility or liability for any damage or injury to persons or property arising out of the use of any 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: [ajibm@scirp.org](mailto:ajibm@scirp.org)





Call for Papers

# American Journal of Industrial and Business Management

ISSN 2164-5167 (Print) ISSN 2164-5175 (Online)

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

**American Journal of Industrial and Business Management (AJIBM)** is an international journal dedicated to publish high quality, original papers, and research developments in theories and applications in all areas of industrial and business management. AJIBM covers the following topics:

## Editors in Chief

**Prof. Yuan-Shyi Peter Chiu**

Chaoyang University of Technology, Chinese Taipei

**Prof. Gary C. Lin**

Bradley University, USA

### Business Management

Accounting, Auditing and Taxation  
Accounting Information Systems  
Business Economics  
Business Intelligence and Strategy  
Finance and Investment  
General Business Research  
Human Resources Management  
Marketing Theory and Applications  
Operations Management  
Organization Studies  
Risk Management

Planning, Scheduling, and Project Management  
Production, Inventory Management, and Logistics  
Reliability, Quality Management  
Transportation, Supply Chain Management

### Information Management & Applications

Computational Intelligence  
Decision Support Systems  
Information Management  
Innovation, Technology Management  
Management Information Systems  
Modeling and Simulation of Industrial and Business Systems

### Industrial Engineering & Management

Facilities Planning & Materials Handling  
Human Factors, Ergonomics and Safety  
Manufacturing, Control and Automation  
Operations Management  
Operations Research  
Optimization Theory and Applications

### Others

Environment and Energy Management  
General Management  
Health Care Systems and Management  
Stochastic Models and Statistics in Industrial and Business Applications

Other related topics are also welcome. All manuscripts must be prepared in English and are subject to a rigorous and fair peer-review process. AJIBM contains the following types of papers: (1) Research articles, show original research results that contribute to the theory, methodology, and applications of industrial and business management. (2) Invited reviews, present the developments in industrial and business management topics over the recent years.

## 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/ajibm>

E-mail: [ajibm@scirp.org](mailto:ajibm@scirp.org)