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 Echcia  
University of Naples Federico II, Italy
Prof. Mohsen Elhafsi  
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. Grigoris 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
Prof. Maurizio Rija  
University of Calabria, Italy
Dr. Fabio Sabatini  
Sapienza University of Rome, Italy
Prof. David W. Stewart  
Loyola Marymount University, USA
Dr. Ruhai Wu  
McMaster University, Canada
## Table of Contents

**Volume 7  Number 1  January 2019**

**The Barriers and Enablers of the Educational Cloud: A Doctoral Student Perspective**
M. Ali.................................................................1

**Innovation and Co-Creation Process within a Service Context: A Matter of Choice or Necessity?**
J. McManus, B. Ardley...........................................25

**Rule of Fives: Identifying Critical Misalignment of Strategic Choices in Organizational Design**
T. Nerenz...............................................................43

**Customers’ Responses to Employee Extra Attention**
Y. Kageyama, A. Barreda..........................................59

**Trade and Women Employment in China: An Insight into the Low Presence of Women Workforce in the 21st Century Corporate China**
A. Nandi.................................................................70

**Competitiveness Identification of Supply Chain Management Enterprises Based on DEMATEL-ANP Method**
H. Yang.................................................................93

**Performance Analysis of China’s Fast Fashion Clothing Market Based on SCP Model**
L. Ge, X. R. Sun, C. G. Li.........................................106

**Considerations of Sustainable Property Investments in Indonesia**
K. A. Fachrudin, H. T. Fachrudin, E. Siahaan.....................116

**Research on the Impact of Five Science and Technology Plans of Guangdong Province on Industrial Innovation Chain**
Y. H. Yu.................................................................124

**Research on the Impact of Online Service Remedy on Customer Interactive Behavior in Virtual Brand Community**
H. Hu, D. P. Li..........................................................135

**Weakening Effect of Executive Overconfidence on Equity Incentive—The Empirical Evidence from Chinese Listed Companies**
S. Y. Chen............................................................151
A Framework of Output Specifications and Evaluation Method for Hospital PPP Projects
Y. Pei..........................................................................................................................................................167

S. Sulemana, H. B. Chen..................................................................................................................................180

An Empirical Analysis of the CNY Internationalization and Its Influencing Factors
H. L. Chen.....................................................................................................................................................194

Executive Equity Incentives, Overconfidence and Corporate Inefficient Investment
S. S. Xiong......................................................................................................................................................209

Social Integrity and the Cost of Equity Capital
M. Wang.........................................................................................................................................................229

Human Resource Outsourcing in Banking Sector: Case Study of UBA Bank-Guinea
T. Qian, K. B. Aisaata, M. Miao......................................................................................................................245

Research on Operation Management Innovation of New-Type R & D Institution in Anhui Province in China
H. Xia, Z. Z. Ge...............................................................................................................................................263

Value Creation of Strategic Investors under Convertible Bond Investment—A Case Study of Wharf (Holdings) Limited
W. Huang.........................................................................................................................................................275

Internal Control Audit Fee and Internal Control Audit Quality—Evidence from Integrated Audits
R. S. Chen........................................................................................................................................................292

Financial Market Pricing of Earnings Quality: Evidence from a Multi-Factor Return Model
G. M. Dempster, N. T. Oliver..........................................................................................................................312

Research on the Current Situation and Countermeasures of Investment Banking of Chinese Commercial Banks
P. Y. Zhang.......................................................................................................................................................330
Open Journal of Business and Management (OJBM)

Journal Information

SUBSCRIPTIONS


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 © 2019 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 © 2019 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
Open Journal of Business and Management (OJBM) is an international journal dedicated to the latest advancement in the study of business and management. 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 business and management.

Subject Coverage
All manuscripts must be prepared in English, and are subject to a rigorous and fair peer-review process. Accepted papers will immediately appear online followed by printed hard copy. The journal publishes original papers covering a wide range of fields but not limited to the following:

- Accounting
- Advertising
- Analysis
- Business and economics education
- Business ethics and corporate social responsibility
- Business finance and investment
- Business law
- Business research methods
- Business theories
- Case studies and management information systems
- Communication
- Consumer behavior
- Corporate governance
- Engineering management
- Entrepreneurship
- Environmental management and profitability
- Financial reporting
- General business research
- General management
- Health management in public and private institutions at the healthcare sector
- Human resource management
- Information technologies
- Insurance
- Internationalization features of Small and Medium Enterprises (global SMEs)
- Legislative issues/initiatives at the entrepreneurial sector
- Management information systems
- Management organization
- Marketing
- Marketing theory and applications
- Operations management
- Organizational behavior
- Organizational behavior and theory
- Personnel and industrial relations
- Production/operations management
- Project management
- Project management and strategy
- Risk management
- Sales management
- Social issues and public policy
- Statistics and econometrics
- Strategic management
- Strategic management policy
- Supply chain management—advancements in logistics management
- Technology and innovation diffusion in enterprises
- Total quality management

We are also interested in: 1) Short reports — 2-5 page papers in which an author can either present an idea with a theoretical background but has not yet completed the research needed for a complete paper, or preliminary data; 2) Book reviews — Comments and critiques, special peer-reviewed issue for colloquia, symposia, workshops.

Notes for Intending Authors
The submitted manuscript should not have been previously published in any form and must not 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/ojbm   Email: ojbm@scirp.org