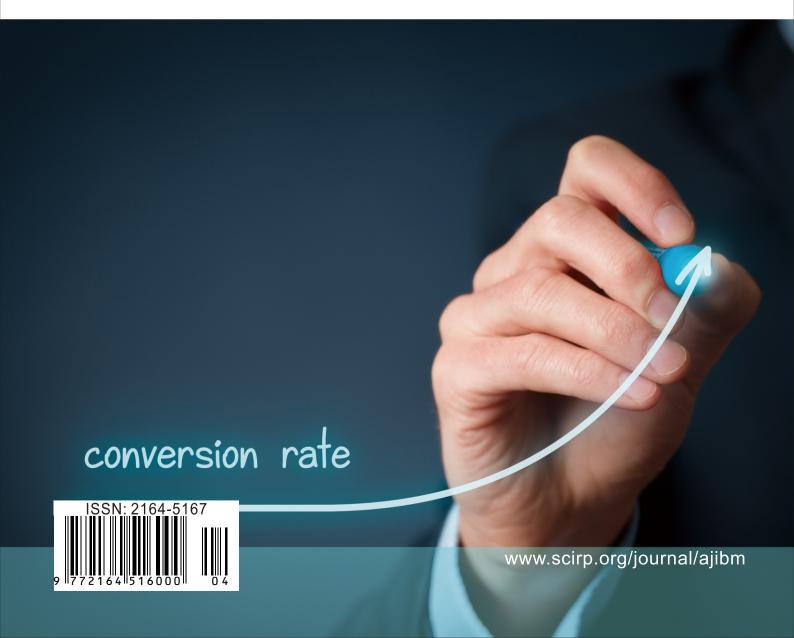


American Journal of Industrial and Business Management



Journal Editorial Board

ISSN 2164-5167 (Print) ISSN 2164-5175 (Online) http://www.scirp.org/journal/ajibm

Editorial Board

Dr. Javier De Andrés University of Oviedo, Spain Dr. Ali Azadeh University of Tehran, Iran Dr. Massimiliano Celli University of Roma Tre, Italy

Prof. Ada Che Northwestern Ploytechnical University, China

Prof. Singa Wang Chiu Chaoyang University of Technology, Chinese Taipei

Prof. Ubaldo Comite University of Calabria, Italy

Prof. Kisperska-Moroń Danuta University of Economics, Poland Prof. Mário Franco University of Beira Interior, Portugal Dr. Fernando J. Garrigos-Simon Universitat Politecnica de Valencia, Spain

Prof. Roland Gillet

Paris 1 University, France Dr. Md. Mamun Habib

Universiti Utara Malaysia (UUM), Malaysia Prof. Mhand Hifi Université de Picardie Jules Verne, France Prof. Voratas Kachitvichyanukul Asian Institute of Technology, Thailand Prof. Hans Löfsten Chalmers University of Technology, Sweden

Prof. Eugene Levner Ashkelon Academic College, Israel Prof. M. K. Luhandjula University of South Africa, South Africa

Dr. John R. Owen Centre for Social Responsibility in Mining University of

Queensland, Australia

Prof. Sanda Renko University of Zagreb, Croatia Prof. Maurizio Rija University of Calabria, Italy Dr. Shib Sankar Sana Bhangar Mahavidyalaya, India Dr. Eric D. Smith University of Texas at El Paso, USA

Dr. Faisal Talib University Polytechnic, Aligarh Muslim University, India

Prof. Sangbing Tsai University of Electronic Science and Technology of China, China

Dr. Bill T. L. Tseng The University of Texas, USA

Academic Editor

National Technical University of Athens (NTUA), Greece Dr. Grigorios L. Kyriakopoulos



ISSN Online: 2164-5175 ISSN Print: 2164-5167

Table of Contents

Volume 9	Number 4 April 2	019
What Determin	ne the International Competitiveness of Chinese Publishing Industry?	
L. Wei, H. Yan	g	789
Research on th Enriching in R	e Development of Agricultural Intellectual Property and the Strategies of ural China	
X. Zhang		799
	Riciency Improvement by Using <i>Tecnomatix</i> Simulation Software and RPWM Technique: A Case Study	
Md. S. Islam, S	S. Sarker, M. Parvez.	809
	g Mechanism of Information Sharing Level and Inter-Firm Value Co-Creation: Study Based on Synergy Effect	
Q. Liu		821
=	ctive on Innovation Driving Global Value Chains Upgrading of High-Tech dence from China	
Y. Y. Shan, W.	Zhang	834
	echnology Spillover's Bridge Effect between Bidirectional FDI and GVC ase of Chinese Manufacturing Industry	
P. Yu, G. Peng	· · · · · · · · · · · · · · · · · · ·	845
Research on B2	2C E-Commerce Business Model Based on System Dynamics	
J. Chen, Z. C. O	Guo, Y. Tang.	854
Research on th	e Science and Technology Policy Coordination of China's Yangtze River Delta	
B. F. Xu, W. So	ong, X. P. Gao, Y. Zhang.	875
	nt and Governance Strategy of Production Safety Accidents in Jinwan District of Based on Integrated Application of Risk Matrix and Borda Count Methods	
Y. X. Wang		886
Research on th	e Impact of Brand Experience on Brand Love	
X. Zhang		898
Thriving Produ	ucts Designed to Fill Uganda's Market Loopholes	
J. K. Nsiima, X	. Fang, J. F. Lv	904



ISSN Online: 2164-5175 ISSN Print: 2164-5167

Listed Companies	
H. Y. Li	914
Modeling and Forecasting of Ghana's Inflation Volatility	
AK. Iddrisu, D. Otoo, I. W. Abdul, S. Ankamah.	930
Efficiency Analysis of Electricity, Thermal Power Production and Supply Industries in China	
X. F. Jiang	950
A Review of Succession and Innovation in Family Business	
X. H. Yuan.	974
Barriers to Enterprise Innovation: A Literatures Review	
M. J. Xu	991
A Review on Theoretical Development of Vendor-Managed Inventory in Supply Chain	
R. Zhao	999
Cooperative Advertising in a Two-Stage Supply Chain with Network Externalities	
W. H. Li	1011
Chinese Tax Reform and Risk Reduction of SME M&A	
S. Ludwig, L. Büttner	1024
An Empirical Analysis of the Risk Taking Channel of Monetary Policy in China—Base on Evidence from Chinese Listed Bank	
H. T. Chen.	1033
Research on China's Exchange Online Financial Market: An Exchange Online Financial Capital Asset Pricing Model	
C. Y. Yang.	1045
Research on Mobile Marketing Strategy Based on SICAS Model—A Case Study of Yili Group	
L. W. Huang	1059
Top Management Team Heterogeneity, Corporate Social Responsibility Disclosure and Financial Performance	
P. Gupta	1076
A Literature Review of the Connotation Dimensions of Entrepreneur Concepts in the Context of Confucian Culture	
Е П	1004

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) is published monthly by Scientific Research Publishing, Inc., USA.

Subscription rates:

Print: \$79 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: 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 publishing high quality, original papers, and research developments in theories and applications in all areas of industrial and business management. AJIBM covers the following topics:

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
Organization Studies
Operations Management
Risk Management

Industrial Engineering & Management

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

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

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