ISSN: 2329-3284



Open Journal of Business and Management





Journal Editorial Board

ISSN 2329-3284 (Print) ISSN 2329-3292 (Online)

https://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 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. 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

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



ISSN Online: 2329-3292 ISSN Print: 2329-3284

Table of Contents

volume 8 Number 3	May 2020
Research on the Impact of Private Placement on Enterprise Innovation D. F. Qiu, X. L. Yu	1005
Sales Effort and Coordination in an O2O Supply Chain with Two-Period of Marketing	
J. Shi	
A Conceptual People-Centric Framework for Sustainable Operational Excellence	
R. Sawhney, S. Treviño-Martinez, E. M. de Anda, G. L. Tortorella, O. Pourkhalili	1034
Research on Safety Management of Construction Engineering Personnel under "Big Data + Artificial Intelligence"	
X. Z. Yi, J. Y. Wu	1059
Exploring the Cointegration Relation among Top Eight Asian Stock Markets	
M. Rizwanullah, L. Z. Liang, X. Y. Yu, J. N. Zhou, M. Nasrullah, M. U. Ali	1076
The Influence of Emotional Labor on Turnover Intention of Hotel Employees: Mediati Effect of Emotional Dissonance	ng
G. F. Fu, R. L. Shen, Y. M. Wei.	1089
Current Situation, Management Policy and Effects of Cross-Border Capital Flow in Ch	ina
W. Liu	1103
The Impact Factors of Thai Jasmine Rice Export to International Market	
T. Chuaykerd, S. B. Yao, S. Khamphilavong, H. T. Tuyen	1113
Does the Cumulative Effect of R&D Investment Exist in High-Tech Enterprises?	
R. X. Qi	1122
Research on Marketing Strategy of Huawei Mobile Phone in European Market	
R. Dmitrijevs	1138
Entrepreneurial Competencies and Growth of New Micro Small and Medium Business	es
R. Mejri, M. Zouaoui	1151
Policies and Procedures in Providing Competent Customer Service in Urgent Care Cer	iters
M. Caster	1164
Theories of Maritime Education and Training (MET) in Improving Maritime Sector in	Malaysia
N. Boonadir, R. Ishak, H. Yusof, A. F. Lamakasauk	•



ISSN Online: 2329-3292 ISSN Print: 2329-3284

Concurrently Discussing the Impact of COVID-19	
J. Y. Chen, H. C. Li	1201
Public-Private Partnerships in Cambodia: Issues and Solution	
B. E. Sar, M. Chea, C. Ung.	1216
Analysis of Cointegration and Causality Relationship among Selected Stock Market Indexes in the World and Indonesia Stock Exchange Composite Index (IHSG) for the Period 2005-2017	
M. Octavia, C. Wijaya	1226
From the Perspective of Commercial Banks to Explore the Difficulties in the Development of the "Time Bank" Mutual Support	
D. K. Liu	1243
Economic Integration of Aircraft Building Enterprises in the Context of the Transactional Approach	
I. Kreidych, O. Kazak, M. Yanchuk, I. Milko	1252
Research on the Transformation of Rural Governance Models under the Background of Rural Revitalization	
R. F. Guo	1274
A Review of the Factors Influencing the Performance of University-Enterprise Cooperation Innovation	
X. Li	1281
Strategies for Enrollment Managers at Historically Black Colleges and Universities: A Single Case Study	
J. B. McDonald, C. R. Needham	1287
Transaction Obstacle and Its Governance: A Case Study on the "Stumbling Blocks" of Entrepreneurship	
Y. Cheng, J. Wen, Y. P. Xie	1315
Growth Determinants of Micro and Small Enterprises in Ethiopia: Evidence from Selected Woredas of Gurage Zone	
A. D. Wodajo, E. K. Mekonen, S. F. Abera.	1339

Open Journal of Business and Management (OJBM) Journal Information

SUBSCRIPTIONS

The *Open Journal of Business and Management* (Online at Scientific Research Publishing, https://www.scirp.org/) is published bimonthly 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 © 2020 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 © 2020 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**

ISSN 2329-3284 (Print) ISSN 2329-3292 (Online) https://www.scirp.org/journal/ojbm

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 Supply chain management—advancements in logistics 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
- 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-reviewd 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.

Email: ojbm@scirp.org