<table>
<thead>
<tr>
<th>Name</th>
<th>Institution, Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Matthias Roetting</td>
<td>Technische Universitaet Berlin, Germany</td>
</tr>
<tr>
<td>Prof. Jerry Sun</td>
<td>University of Windsor, Canada</td>
</tr>
<tr>
<td>Prof. Alonso Perez-Soltero</td>
<td>Universidad de Sonora, Mexico</td>
</tr>
<tr>
<td>Prof. Ying-Mei Tu</td>
<td>Chung Hua University, Chinese Taipei</td>
</tr>
<tr>
<td>Prof. Wei-Chang Yeh</td>
<td>National Tsing Hua University, Chinese Taipei</td>
</tr>
<tr>
<td>Prof. Amy H. I. Lee</td>
<td>Chung Hua University, Chinese Taipei</td>
</tr>
<tr>
<td>Dr. Nguyen Danh Thao</td>
<td>HCMC University of Technology, Vietnam</td>
</tr>
<tr>
<td>Dr. Xiang Wang</td>
<td>Southeast University, China</td>
</tr>
<tr>
<td>Dr. Fu Ye</td>
<td>Fudan University, China</td>
</tr>
<tr>
<td>Prof. Muammer OZER</td>
<td>City University of Hong Kong, Hong Kong (China)</td>
</tr>
<tr>
<td>Prof. Zhen He</td>
<td>Tianjin University, China</td>
</tr>
<tr>
<td>Prof. LAI Kin Keung</td>
<td>City University of Hong Kong, Hong Kong (China)</td>
</tr>
</tbody>
</table>
## Table of Contents

### Volume 2 Number 3 March 2014

**Assessing the Graham’s Formula for Stock Selection: Too Good to Be True?**  
J. Lin, J. Sung

**Research on the Maturity Model of Conflict Management in Engineering Project**  
W. Zhang, H. Zhao

**Exploring Competitive Strategies of China Ceramic Tile Industrial Cluster in Global Economy**  
M.-H. Lo, D. C. Han

D. S. Dai, Z. Z. Li, W. N. Ma, D. Y. Jia

**Research on Serving the Development of Regional Economy Innovation by Intellectual Properties in Universities**  
G. Li

**The Role of Gender in Individual and Group Decision Making: A Research Model**  
Q. Deng, S. B. Ji

**Influence of Marketing Strategy on NPD Performance: Role of Customer Perceived Value and Product Characteristics**  
H.-W. Liu, L.-R. Yang

**Research on the High-Tech Enterprise Performance Index System**  
L. Fu, R. Fu

**Apply Ground Theory to Interpret Escapist Experiences in Mudanwan Villa**  
T.-L. Chen, L.-S. Gau, T.-F. Wu

**Key Core Project Management of Construction Industry to Study**  
S.-C. Lee, S.-S. Liang

**The Future of Public Sector HRM in Mauritius from an Accountability Perspective**  
A. Ramgutty-Wong

**A Qualitative Study of E-Business Adoption in the Real Estate Sector in China**  
Y. Sun, O. Ifeanyi

**Gender Differences in Leadership Style and Organizational Climate in University of Abuja, Nigeria**  
G. C. O. Nzelibe, M. O. Yusuf, Y. I. Ayodele

---

The figure on the front cover is from the article published in *Open Journal of Social Sciences, 2014, Vol. 2, No. 3, pp. 34-38* by Han-Wen Liu and Li-Ren Yang.
Open Journal of Social Sciences (JSS)

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)
E-mail: sub@scirp.org

COPYRIGHT

COPYRIGHT AND REUSE RIGHTS FOR THE FRONT MATTER OF THE JOURNAL:
Copyright © 2014 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 © 2014 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: jss@scirp.org
The Open Journal of Social Sciences (JSS) is an open access, peer-reviewed international journal that deals with both applied and theoretical issues. Special Issues devoted to important topics in social science will occasionally be published. The main objective of JSS is to offer an intellectual platform to the international scholars and it aims to promote interdisciplinary studies in social science.

Editor-in-Chief
Prof. Aqueel Ahmad
School of Management, Walden University, Minneapolis, Minnesota, USA

Subject Coverage
The journal publishes original papers including but not limited to the following fields:

- Area Studies
- Business Studies
- Criminology
- Demography
- Economics
- History
- Information Science
- Law
- Linguistics
- Political Science
- Psychology
- Sociology
- Behavioral Science
- Communication Studies
- Cross-Cultural Studies
- Development Studies
- Education
- Human Geography
- International Relations
- Library Science
- Literature
- Population Studies
- Public Administration
- Women’s Studies

We are also interested in: 1) Short Reports – 2-5 page papers where an author can either present an idea with theoretical background but has not yet completed the research needed for a complete paper or preliminary data; 2) Book Reviews – Comments and critiques.

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/jss      E-mail: jss@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, by delivering superior scientific publications and scientific information solution provider that enable advancement in scientific research.

**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, world-wide, 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