Journal Editorial Board

ISSN Print: 2327-5952   ISSN Online: 2327-5960
http://www.scirp.org/journal/jss

Editor-in-Chief

Prof. Aqueil Ahmad
Elon University, USA

Editorial Board

Prof. Xiaomi An
Remin University of China, China

Prof. Samir Barman
University of Oklahoma, USA

Dr. Mara Tognetti Bordogna
University of Milan-Bicocca, Italy

Dr. Raymond Kwok Hong Chan
City University of Hong Kong, China

Prof. George Christakos
San Diego State University, USA

Prof. Alexander N. Chumakov
Financial University under the Government of the Russian Federation, Russia

Prof. Albrecht Classen
University of Arizona, USA

Dr. James Crawford
NC A&T State University, USA

Prof. Jordi Estévez Escalera
Autonomous University of Barcelona, Spain

Prof. Hajime Eto
University of Tsukuba, Japan

Prof. Roger Frantz
San Diego State University, USA

Dr. Antonio Gutiérrez-Pozo
University of Sevilla, Spain

Prof. Reginald John Henry
Griffith University, Australia

Dr. Kim Hin Ho
National University of Singapore, Singapore

Dr. Augustine J. Kposowa
University of California Riverside, USA

Prof. Olga Kutsenko
Taras Shevchenko National University of Kyiv, Ukraine

Dr. Bilyana Martinovski
Stockholm University, Sweden

Dr. Sung Seek Moon
University of South Carolina, USA

Dr. Ami R. Moore
University of North Texas, USA

Dr. Daniel Nepelski
European Commission’s Institute for Prospective Technological Studies (IPTS), Spain

Prof. Alonso Perez-Soltero
Universidad de Sonora, Mexico

Dr. Sonia Maria Gómez Puente
Eindhoven University of Technology, Netherlands

Dr. Vincenzo Scalia
University of Bologna, Italy

Prof. Arif A. Waqif
Jawaharlal Nehru Technological University, India

Dr. Heying Jenny Zhan
Georgia State University, USA
Table of Contents

Volume 6    Number 1    January 2018

Assessment of the Implicit Attitude of Japanese People toward Blacks and Little Black Sambo
K. Mori..................................................................................................................................................1

Dynamic Analysis of Verbal Aggressiveness Networks in School
D. Theocharis, A. Bekiari.......................................................................................................................14

Determinant Power of “Public Service Motivation” for “Job Satisfaction” and “Customer Service Orientation”: In Case of People’s Republic of China
Sadiq.....................................................................................................................................................29

Strategy of Local Government in Tourism Development of Marina Beach in Bantaeng Regency South Sulawesi Province
F. Simangunsong, M. I. Tahir..................................................................................................................43

Digital Technology to Support the Trade Union Movement
K. Schoemann.......................................................................................................................................67

The Controversy of the Term Arab/s throughout Time
H. Al-Matrafi........................................................................................................................................83

Study on the Efficiency and the Cooperative Direction of Tourism and Leisure Industry in Guangdong-Hong Kong-Macao Greater Bay Area
L. Q. Zeng............................................................................................................................................93

Research on the Performance and Governance of the “Lazy Government” by the Unit Leader
J. J. Xie...............................................................................................................................................106

A Literature Review of Personalized Learning Algorithm
Y. Tang, W. Wang................................................................................................................................119

The Philippines at the Crossroads to Economic Globalization
J. G. Fronda, A. G. Gabriel, S. A. Loria.................................................................................................128

Analysis on the Farmers’ Satisfaction with Reform Experimentation of Rural Land Expropriation System
N. H. Li...............................................................................................................................................152

Research on Preventive Maintenance Strategy of Elevator Equipment
H. J. Liu, J. X. Wu.................................................................................................................................165
Research on the Influence Factor and Practical Process of Venture Philanthropy
P. Lin.................................................................................................................................175

Socio-Semiotic “Reading of the Truth” in the Context of Virtual Communication
I. R. Žigo, G. Tkalec............................................................................................................188

Study on the Development of the Cultural Industry Projects under Urban and Rural Co-Ordination in Lixian County
L. Y. Zhang, B. Zhao........................................................................................................203

Clean Air Public Service Announcement Targeting Chinese Audiences
C. Y. Li................................................................................................................................212

The Social Adjustment of Girls Circassian Students in State Elementary Schools
Y. Maman, J. F. Falah, E. Napso..........................................................................................230

Study on the Compositions and the Value of Knowledge-Based GDP in China
X. Zhang, W. Song.............................................................................................................246

Does Multicultural Education Affect the Druze Heritage Curriculum?
J. F. Falah.........................................................................................................................257
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 © 2018 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 © 2018 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. Aqueil Ahmad
Elon University, 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 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