Table of Contents

Volume 7 Number 7 December 2017

The Buying Impulse and Perceptions of the Physical Self
M. Minor, T. Hossain ................................................................. 1899

Efficiency of Urban Bus Companies in India: A Stochastic Frontier Analysis
S. K. Singh ......................................................................................... 1925

Effect of Adjacent Product Price on Customer's Willingness to Pay of Focal Brand: A Bayesian Approach
A. Adhikari ........................................................................................ 1940

The Macroeconomic Determinants of Stock Market Development from an African Perspective
S. J. Matadeen .................................................................................... 1950

A Comprehensive Analysis of the Response of Private Consumption to Government Spending
Y. Funashima ..................................................................................... 1965

A Customer's Perspective of Green Banking: A Case Study of Commercial Banks in Mauritius
N. Pariag-Maraye, N. Munusami, K. Ansaram ........................................ 1975

Attitudes and Preferences for Sex-Appealing Products by Vietnamese Women in Their Ovulation Cycle
N. Pham, A. Vasquez, R. Felix .............................................................. 1986

A Comparison of Three Psychometric Values Measures for Modeling Ecologically Conscious Consumption Behavior
D. J. Webb, J. H. Murphy, C. O. Brown .............................................. 2008

How Do Consumers Adopt Imported Products in an Era of Product Overcrowding?
M. Sahagun, A. Z. Vasquez-Parraga .................................................... 2019

A Study on Customer Prosumption Concept and Its Impact on Enterprise Value Co-Creation
J. M. Tian, L. Shen, Y. Chen ................................................................ 2040

Environmental Management Systems and Financial Performance: The Case of Listed Companies in Mauritius
P.-M. Neevedithah, A. Karishma, R. N. Devi ...................................... 2054

A Modern Validation of Hotelling's Rule
F. E. Raymond .................................................................................... 2070
The Evolution of Equilibria in Irrational Markets
G. Y. Luo

Trends in Central Bank Transparency
G. Oikonomou, E. Spyromitros

Testing the Efficient Market Hypothesis in an Emerging Market: Evidence from Forex Market in Mauritius
L. M. M. Amelot, S. A. Ushad, M. Lamport

Do Macroeconomic Indicators Stimulate FDI Inflows in India?
M. C. Minimol

Analysis of Financial Performance of Selected Commercial Banks in India
P. Srinivasan, J. Britto

Optimal Ordering Policy for Deteriorating Items Having Constant Demand and Deterioration Rate
S. Singh

Fitting the Nigeria Stock Market Return Series Using GARCH Models
U. Usman, H. M. Auwal, M. A. Abdulmuhyi

A. Singh, R. Singh

The Macro-Share Economy and Nominal GDP Targeting
D. Eagle

Standing-on-Shoulder and Fishing-Out Synergies: A Model for Endogenous Long-Waves
G. Zarotiadis, E. Ozouni

Risk Correlation Based on Time-Varying Copula Function and Extreme Value Theory
X. L. Ji, L. Zhou

The Mixed Berge Equilibrium in Extensive Form Games
A. Nahhas, H. W. Corley

Financial Development, Export and Economic Growth in Nigeria
I. A. Sajo, B. Li