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 Polytechnical University, China
Prof. Kuang-Ku Chen  National Changhua University of Education, Chinese Taipei
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. Himachalam Dasaraju  REVA University, India
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
Prof. Dah-Chuan Gong  Chung Yuan Christian University, Chinese Taipei
Prof. Liutang Gong  Peking University, China
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
Dr. Jangkoo Kang  KAIST Graduate School of Finance, South Korea
Prof. Hans Löfsten  Chalmers University of Technology, Sweden
Prof. Eugene Leviner  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. Paolo Pietro Biancone  University of Torino, Italy
Prof. Sanda Renko  University of Zagreb, Croatia
Dr. Shib Sankar Sana  Bhangar Mahavidyalaya, India
Dr. Eric D. Smith  University of Texas at El Paso, USA
Dr. Ebrahim Soltani  University of Kent, UK
Prof. Arturo Díaz Suárez  University of Murcia, Spain
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

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

## Volume 6    Number 2    February 2016

### Study on the Third Industrial Revolution and Paradigm Transformation of China’s Manufacturing Industry—Based on Theoretical Analysis of Scale Economy and Scope Economy
X. W. Zeng.................................................................73

### A Summary of Literature: Convertible Bond Issue Announcement Effect
L. K. Zhang...............................................................83

### How to Save Brand after Crises? A Literature Review on Brand Crisis Management
M. Li, H. Y. Wei.............................................................89

### The Rent-Seeking Behavior of the Fair Value under the New Accounting Standards—Based on the Theory of Accounting for Rent-Seeking
X. Liu, S. S. Cao............................................................97

### A Strategic Evaluation on Competency of Karnataka Destinations through Destination Management Organizations
B. Varghese.................................................................102

### Analysis of the Factors Influencing Japan’s Soybean Import Trade: Based on Gravity Model
J. Y. Wang.................................................................109

### Measuring Customer Satisfaction toward Localization Website by WebQual and Importance Performance Analysis (Case Study on AliExpress Site in Indonesia)
B. C. Shia, M. Chen, A. D. Ramdansyah, S. Wang.........................................................117

### A Literature Review of Representation Models of E-Business Models from the Perspective of Value Creation
Z. C. Guo.................................................................129

### The Emergence of Common Market in West Africa: An Examination of Cross Culture and Ethnographic Marketing System of Alaba International Market, Lagos-Nigeria
M. A. Awoniyi..............................................................136

### Private Branding Analysis with the Intervention of Marketing Efforts on Channel Competition
D. Yuan.................................................................155

### Entrepreneurship Determinants of Artisans/Craftsmen in Kumasi Metropolis, Ghana
I. Tweneboah-Koduah, C. Adusei........................................163
Study on the Moderate Diversification of Industrial Structure in Macao

P. P. Lu ..............................................................................................................................176

Training Needs Assessment at Assir General Educational Directorate, Saudi Arabia

I. I. Altarawneh, A. I. A. Aseery .......................................................................................188

Reimaging Ethiopia through Destination Branding

M. Girma ..........................................................................................................................205
American Journal of Industrial and Business Management (AJIBM)

Journal Information

SUBSCRIPTIONS


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)
E-mail: sub@scirp.org

COPYRIGHT

COPYRIGHT AND REUSE RIGHTS FOR THE FRONT MATTER OF THE JOURNAL:

Copyright © 2016 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 © 2016 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
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