

Table of Contents

How Social Media will Change the Future of Banking Services <i>Iwa Kuchciak</i>	1
Effects of the Store-owned Brands and Direct Marketing Channels on Products' Innovation <i>Huixin Yang and Meng Wang</i>	6
Rural Tourism Development. Industry's Perspectives on Sustainable Tourism <i>May-Chiun Lo, Peter Songan, T. Ramayah, Alvin W. Yeo and Vikneswaran Nair</i>	14
Financial-Investment Linkages in Malaysia: Sectoral Shock Analysis <i>Siti Muliana Samsi, Zarinah Yusof and Kee-Cheok Cheong</i>	19
The Development of Interpersonal Trust and Its Relation to Economic Performance <i>Ruben de Blik</i>	24
The Game of the China DTH Markets between State-Controlled and Copycat Brands <i>Qiling Qin and Ping Wei</i>	27
On the Relationship between Social Responsibility and Financial Performance – The Need for Theoretical Convergence <i>Lucian Belascu and Alexandra Horobet</i>	32
Implications of Technology on Integrated Approaches to Risk Assessment in Sustainable Enterprises <i>Lucian-Ionel Cioca, Larisa Ivascu and Monica Izvercian</i>	37
Attitudes towards Business Ethics: An Empirical Study on Turkish Senior Business Students <i>Asema Gulova, Inan Eryilmaz and Deniz Ispirli</i>	42
Innovative Business Management: A Practical Framework and Causal Model of Participation in Decision Making, Career Adaptability, Affective Commitment, and Turnover Intention <i>Kijpokin Kasemsap</i>	48
Troubled Two Asian Tigers, Korea and Taiwan: Why Cannot They Cross over the Threshold of Advanced Economies? <i>O. Yul Kwon</i>	53
Innovative Human Resource Practice: A Functional Framework and Causal Model of Organizational Rewards, Organizational Justice, Perceived Organizational Support, and Job Satisfaction <i>Kijpokin Kasemsap</i>	57
Financial Statement Fraud Control: Audit Testing and Internal Auditing Expectation Gap <i>Norazida Mohamed</i>	62
Deposit Market Development in Bulgaria – Before and During the Global Financial Crisis <i>Silvia Trifonova</i>	68
Comparison of Factors toward the Changes of Composite Stock Price Index in LQ 45 and Jakarta Islamic Index (Case Study in Indonesian Stock Exchange) <i>Lely Fera Triani and Ety Puji Lestari</i>	72
Trade and Business Cycle Synchronization in ASEAN-5 and China <i>Ety Puji Lestari and Lely Fera Triani</i>	77
Organizational Resilience and Adversity Quotient of Singapore Companies <i>Titus Ng</i>	81

