

## Editorial

# A further editorial guideline for writing manuscript in the field of social science: A special perspective for African Journal of Business Management (AJBM)

Gazi Mahabubul Alam

Editor-African Journal of Business Management. E-mail: [gazimalamb@yahoo.com](mailto:gazimalamb@yahoo.com). Tel: +603-7967 5077, +60122830312. Fax: +603-7967 5010.

## ABSTRACT

With the breathtaking success of African Journal of Business Management-AJBM in the recent years, has become one of most commanding podiums for the scholar especially from the developing world. In 2009, not only its impact factor has increased substantially, but also one of its published papers “has been selected by *Essential Science Indicators<sup>SM</sup>* from Thomson Reuters as the most-cited paper in the research area of Economics and Business”. With its success, submissions have increased dramatically with an equal increased figure of rejection. Huge rejection is not good news for any party. It is now thus important to provide a better editorial guideline for research community to prepare their works making it more suitable and also to help them in targeting the right journal for appropriate readership and audience. This editorial is prepared with the consultation of more than 800 papers submitted from around the globe for the publication in AJBM. A portion of them are published, while a significant numbers are also rejected. Since, research community from Africa, Fareast, Middle-East and the Western world are contributing for AJBM. Every community has some strengths and weaknesses to offer lessons for others. Keeping this in mind, it is thus also important to have a common understanding about the research in business management and writing manuscripts. With an optimistic attitude, this editorial aims to provide a guideline for writing manuscript in the field of Social Science with a special focus on AJBM.

**Key words:** AJBM, Research in business Management, hypothesis/research questions, results/findings, epistemological foundation for research, methodology/methods, scholars/ academics.

## INTRODUCTION

Criteria of research, its genesis and their schemata have evolved out of historical social practices. Interpretation of social events is guided and constrained by the prevailing rationality which itself reflects the dominant constellation of power. While each area of research (science, engineering, medicine, social science and arts and humanities) has many common features, research in individual area has its own distinction. Although, interdisciplinary and multi-disciplinary research approaches bear a long history and heritage, interdisciplinary and multi-disciplinary approaches enjoy the stage of ‘marginal utility’ in the 21<sup>st</sup> century. There is no way of denying a need of interdisciplinary and multi-disciplinary approaches research. However a research manuscript that is targeted to publish at the area of social science focusing on business management world should be encouraged to follow pattern, style, wording,

tautology, research design and language that are universal for social science. But many scholars have failed to maintain this tradition of writing in many articles.

African Journal of Business Management, a scholarly journal covered a number of areas with a special focus on business management in developing countries has been meticulously working since 2007 with an especial focus to Africa region. Many of the contributions published in the AJBM fundamentally have been helping the scholarly discourse and practice of the development and economic policy, business policy, management policy and many other social and economic issues experiencing in African region. A number of great scholars particularly from South Africa, Nigeria and Kenya have contributed extensively and the contributions are marvellous in qualitative nature. The editor in chief of AJBM named Professor Prof. DLR van der Waldt is an

internationally eminent academic based in South Africa.

Writing research articles in Africa bears a long history and heritage that is considered as parallel podium with the West. Moreover scholars of developing world around the globe make a rigorous contribution for the scholarly debate in the area of business management and national development. AJBM has achieved a number of successes. The initial success was its inclusion with the ISI/WoS. In fact, its dramatic increase of impact factor is the main crop cultivated by the hard work of authors, readers, editorial board, editors, editor in chief, AJBM management and managerial staff. I must say that all of these concerned people should be congratulated for their diligent efforts and sacrifices. Currently the submission rate of articles at AJBM has increased incredibly. Scholars around the world are using AJBM as one of the main podiums to publish their work. Scholars from the East to the West are writing albeit Fareast and Middle-East are playing the role of majority. It is now thus time to give a general guideline for the authors to prepare the manuscripts that can focus the research more tightly, sharply and precisely following a solid common structure with coherence and cohesive manners.

Research is a cultivation of seeds (namely research problems) through very scientific methods. While research problems are considered as seeds, conceptual framework and literature review are considered as base-land/ ground. Research design facilitates the whole cultivation process with an adaptation of valid methodology, methods and tools. This is considered as the heart for the whole cultivation process that provides the crops named results/ findings. Discussion of results/ findings is considered as a right way for making storage or formulation of crops (results/ findings) for a better and well-timed use. While without conducting a solid research, writing manuscript is an illusion, research writing is a decent technique to communicate a whole work of research in a precise way to express its epoch making findings. Feeble writing is the main hindrance of publishing some good research. This piece of writing does not provide guideline for the conduction of research. It rather includes guidance for writing decent research article.

The main purpose of this editorial article is to provide an easy and quick guideline for writing manuscripts for the researches conducted in the field of social science with a special attention on the scope of African Journal of Business Management-AJBM. In order to do so, this writing will have a number of subsections. These subsections will guide us on how to write each of the fundamental components for a manuscript. It is significant to note that in order to prepare this editorial more than 800 articles are consulted. A part of them are published articles at AJBM (Tables 1 and 2; Figure 1). The rest were submitted to AJBM for publications. A team of 5 research associates studying PhD and 3 lecturers worked for 6 months with this editor to analyse these articles.

This guideline is prepared after a wide consultation with many academics, authors, and alongside a long 15 years of experience writing research articles and teaching research courses in a number of institutions of higher education.

A usual manuscript should have these following fundamental components: title, abstract, key words, introduction, conceptual framework and literature review, research design, findings/results, discussions, conclusion and references. The writing that follows provide some specific guideline for each item before writing more details about the scope and aims and objectives of AJBM.

## **Title**

It has been noted that many scholars are unable to differentiate the concept of working title, thesis/ dissertation title and manuscript title. In many circumstances, it has been noted that more than 50% scholars submitted a paper that reflect the working title, 30% works included thesis/ dissertation title, while a small percentage of work reflect the titles from the manuscripts. However, it is important note that within these small portions, a significant amount of titles either have language errors or mismatching of less-reflected contents of the work. A working title is always centred and connected with research problem. The basic and common characteristics of a working title demand that they should:

Be free of bias. (Bell, 1999)

Be having investigation flavor. (Brown and Dowling, 1998)

Not be a complete sentence.

Have unbiased word/ phrase. (Creswell, 2003)

Not be an interrogative sentence.

Not have 'finding' flavor or food of thought of findings. (Patton, 2002)

Working title is always outlined prior to research design and a meaningful complete literature review, let alone findings and discussions. Ongoing revision for working title always takes place as the work progresses. Thesis/ dissertation title is made after the completion of whole work. It thus has the scope to reflect on many issues such as research problem, research design, findings and suggestions. Considering this nature, it is always encouraged to make a thesis/ dissertation research title that comprises a few important reflections of the work. However the title has to be very precise with almost no scope of giving reflections of everything except converging striking focuses of the research.

A manuscript is the best product from the research. Many researches may not be able to produce any product that is publishable, while one solid research may

**Table 1.** Comparison of published articles in AJBM from 2007 to September 2010

<b>Month \ Year</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
January		2	4	17
February	2	3	3	15
March		0	6	7
April		2	7	21
May	3	2	9	27
June	3	2	3	46
July	4	2	6	
July 4				32
July 18				25
August	4	2	7	
August 4				28
August 18				29
September	4	2	14	
September 4				19
September 18				22
October	3	3	15	
October 4				32
October 18				33
November	3	3	17	
November 4				19
November 18				18
December	3	3	15	
December (Special review)			8	9

be able to produce one product or a number of products from different stages, areas or perspectives and issues. It may be even possible to produce multiple products from each category with different looks and standpoint. However, each product should be original with an updated knowledge that can contribute in producing new knowledge in the respective field. It is thus important to have a well focused title for a manuscript that can clearly point out the key theme of the product. Therefore, it can be based on key findings, method or key solution. Fundamentally, it is very important is to ensure that the title reflects the contents.

### **Abstract**

Even if this is placed in front of many other sections and subsections, it is unwise to write this section until the whole work is completed. A good abstract precisely includes, research problem, research design and key findings and solutions of the problems that the research has discovered. Each of the items should only consume one or two sentences. A good abstract for a manuscript should be limited to 100 to 200 words.

### **Key words**

Each manuscript should have a number of sections and subsections. Key words should always focus two issues. The words that are frequently used and the words that offer fundamental concept for the research are to be considered as key words. Key words also help the reader to locate and find out the work from the database which is kept by the indexing agency. The standard numbers of key words are from 5 to 8. It should not exceed 10.

### **Introduction**

The purpose of writing an introduction is to give a general idea and understanding of the work. However, the key and fundamental focus of an introduction is to outline the research problem and research focus. It should provide a sharpened focus on the research problem and the need of this kind of research along with outlining the anticipated contributions of the work. Thus in most of the cases without an exception, should have a decent introduction should include the following subsections. They are background of the research, (based on conception and practical), research problem (it can be

**Table 2.** Articles published in AJBM 2010 up to September from different regions: A comparison of seven countries

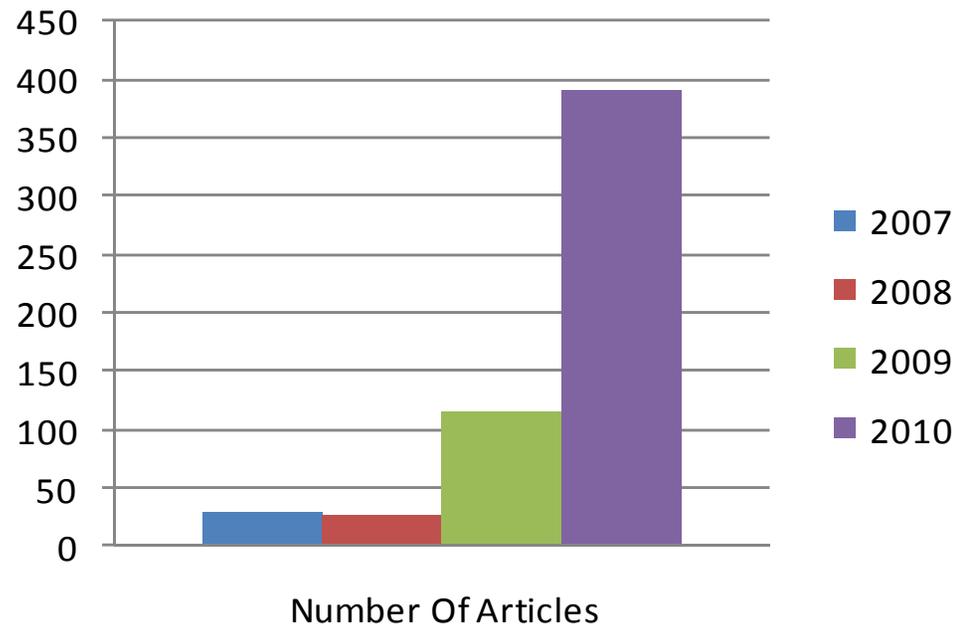
Malaysia	Taiwan	Spain	Turkey	Brazil	South Africa	Nigeria
WeiBo and (2010)	Huang and Shih (2010)	Ruiz, et al. (2010)	Kapusuzoglu, (2010)	Camargo et al. (2010)	Dorasamy, (2010)	Taiwo (2010)
Azmi, (2010)	Wu G.C.et al. (2010)	Rata, et al. (2010)	Çelik, (2010)	Nagano and Santos (2010)	Dorasamy, N. (2010)	Awogbenle and Iwuamadi (2010)
Husain and Khan (2010)	Lin W.C et al. (2010)	Molina, et al. (2010)	Yilmaz, and Flouris, (2010)	Talamini and Malafaia (2010)	de Jager et al. (2010)	Adekola, (2010a)
Feng, and Angeline (2010)	Tsai and Shiue (2010)	Sánchez and Sahuquill (2010)	Kaymaz, and Kaymaz, (2010)	Nagano et al. (2010)	Beneke, (2010)	Adekol, (2010b)
Jajri and Ismail (2010)	Fang S.R et al. (2010)	Salguero, et al. (2010)	Özan, and Özdemi (2010)	Talamini and Ferreira (2010)	Naris, and Ukpere, (2010a)	Ugoh, and Ukpere, (2010)
Alam and Hoque (2010)	Tsai (2010a)	Herranz et al. (2010)	Kapusuzoglu, and Tasdemi, (2010)		Lombard (2010)	Ekanol (2010)
Azmi and Kamarulzaman (2010)	Chen L.T et al. (2010)	Kongolo (2010)	Ozturk and Acaravci, (2010)		Olufunso et al. (2010)	Elijah et al. (2010)
Kamarulzaman, et al. (2010)	Liang et al. (2010)	Olalla et al. (2010)	Okay and Sahin (2010)		Beneke and Human (2010)	Oluseyi and Shadare (2010)
Alam, et al. (2010b)	Yang F.J.et al. (2010)		Ergin (2010)		Slabbert and Ukpere (2010)	Fasoranti (2010)
Oloruntegbe, et al. (2010)	Lee et al. (2010)		Karaibrahimoglu (2010)		Ukper (2010a)	Gberevbie (2010)
Ponnu, and Karthigeyan (2010)	Tsai (2010b)		Takim (2010)		Chipunza, and Berry (2010)	Ayo and Ukpere (2010)
Wazed, et al. (2010)	Wang and Hsu (2010)		Takim and Yilmaz (2010)		Olawale and Garwe (2010)	David et al. (2010)
Tan, et al. (2010)	Liu, et al. (2010)		Albayrak and Gunes (2010a)		Ne (2010)	Chibueze et al. (2010)
Quah, et al. (2010)	Sukoco and Wu (2010)		Gulsun and Umit (2010)		Dzansi and Dzansi (2010)	
Fatt, et al. (2010a)	Chuang et al. (2010)		Kurt and Hacioglu (2010)		Naris and Ukpere (2010b)	
Alam, et al. (2010c)	Lu C.T et al. (2010)		Yavuz (2010)		Nehemia (2010)	
Keong, et al. (2010)	Jen-Hung and Yi-Chun (2010)		Katrinli and Penbek (2010)		Olawale F. et al. (2010a)	
Choong et al. (2010)	Tang and Chang (2010)		Yukcu and Ozkaya (2010)		Olawale F. et al. (2010b)	
Ramayah et al. (2010)	Tang and Chang (2010)		Ilada and Direktör (2010)		Botha and Waldt (2010)	
Chung and Angeline (2010)	Lin K.H et al. (2010)		Ilada et al. (2010)		Obert and Olawale (2010)	
Yaacob (2010a)	Liu and Tsa (2010)		Demirtas (2010)		Olawale and Smit (2010a)	
Fatt et al. (2010b)	Yeh and Lin (2010)		Albayrak and Gunes (2010b)		Olawal and Smit (2010b)	
Al-Amin et al. (2010)	Tung et al. (2010)		Yilmaz et al. (2010)		Musara and Fatoki (2010)	
Jusoh (2010)	Ding (2010)		Keskin, et al. (2010)			
Wang and Rahman (2010)	Pai and Yeh (2010)		Özer and Ertokatlı (2010)			
Ramly and Rashid (2010)	Chen Y.H et al. (2010)		Semiz and Demirci (2010)			
Ebrahim et al. (2010a)	Wu H.H et al. (2010)		Gunes et al. (2010)			
Fei and Isa (2010)	Chang et al. (2010a)		Bozgeyikli et al. (2010)			
Shaffril et al. (2010)	Liu and Yen (2010)		Atici (2010)			
Raad et al. (2010)	Chen and Lu (2010)		Semerci et al. (2010)			
Ebrahim et al. (2010b)	Yang and Chen (2010)		Korkut et al. (2010)			
Yatim (2010)	Lee and Yu (2010)		Erdem et al. (2010)			
Baten and Kamil (2010)	Shieh (2010)		Korkut and Gedik (2010)			
Khin and Zolfaghari (2010)	Lin C.T and Lee (2010)		Özer and Günlük (2010)			
Omar R. et al. (2010)	Tsao and Chang (2010)		Ay and Avşaroğlu (2010)			

**Table 2.** Cont'd

<p>Omar A. et al. (2010) Ibrahim and Samad (2010) Ponnu and Chuah (2010) Hasan et al. (2010) Mmbengwa et al. (2010) Rahman et al. (2010) Yusoff et al. (2010) Chelliah et al. (2010) Yaacob (2010b) Mohamad and Said (2010a) Hamzah, et al. (2010) Anvari et al. (2010) Alam et al. (2010a) Subramaniam and Marimuthu (2010) Kwakye et al. (2010) Mohamad and Said (2010b)</p>	<p>Yang H.W.et al. (2010) Ho et al. (2010) Huang and Liu (2010) Yeh et al. (2010) Tsai (2010c) Kao et al. (2010) Liang and Jung (2010) Min et al. (2010) Yang and Hsu (2010) Lin and Shih (2010) Hsu and Yang (2010) Chen T.C et al. (2010) Cheng et al. (2010) Lin S.C and Lee (2010) Yeh and Shen (2010) Chang et al. (2010b) Wang (2010) Hu T.L et al. (2010) Chang (2010) Chang and Fong (2010) Fang C.H et al. (2010) Lo and Sheu (2010) Lu Y.H et al. (2010) Liu and Hung (2010) Wang and Tsai (2010) Wang et al. (2010) Tsai (2010d) Chen L.S. (2010) Liao et al. (2010) Chen Y.C et al. (2010) Chen C.T et al. (2010) Yu and Jiang (2010) Lin (2010) Chen and Chen (2010) Hu H.Y et al. (2010) Chen S.H. (2010)</p>		<p>Demir and Bostanci (2010) Tumer et al. (2010) Semerci (2010) Potas et al. (2010) Sesli (2010) Ercan (2010) Ergin (2010) Özsoy (2010) Yamamoto et al. (2010) Cakmak and Cevik (2010) Çoban (2010) Cankaya (2010) Sahin (2010) Rehan and Akyuz (2010) Arabacı (2010) Okay and Semiz (2010) Katrinli et al. (2010) Polat (2010) Kazu (2010)</p>		<p>Tustin (2010) Agumba and Fester (2010) Ukpere (2010b) Dorasamy (2010) Chiboiwa et al. (2010) Ambe Weiss (2010) Rampersad (2010) Rust and Jager (2010) Papastefanou (2010) Percy et al. (2010) Potgieter et al. (2010) Iwu (2010) Fatoki and Odeyemi (2010) Jager and Soontiens (2010) Rudman (2010) Rankhumise and Rugimbana (2010) Bruwer and Watkins (2010)</p>	
--	---	--	---	--	--	--

**Table 2.** Cont'd

	Huang et al. (2010) Wu M.C et al. (2010) Su et al. (2010) Chang and Lin (2010) Chen and Wang (2010) Chen L.F et al. (2010) Wu and Huan (2010) Wang and Yang (2010) Chen and Li (2010)					
--	---	--	--	--	--	--



**Figure 1.** Comparison figures for published articles in AJBM from 2007 to September 2010

based on literature or a specific problem of a region or both), research aim and objectives, research questions. Moreover within the introductory section, a clear structure of the paper should be provided to make it reader friendly.

In order to explore a research problem, two matters must be considered. One is the qualitative weight of the problem and the other is a quantitative weight. It is important to understand that the solution of the research problem would either to provide a qualitative or quantitative benefit or both (Alam et al., 2009). For instance it is important to ask; are solutions going to help many people or less people? Whatever it is, if the work can find out a way that is going to benefit the society overall, this is good enough. For instance, a practical model is designed that will help a minimum number of people greatly providing a higher Gross Domestic Product (GDP). In order to provide quantitative benefit from this qualitative benefit, the work also needs to indentify a decent fiscal policy which can provide quantitative benefit ensuring both parties' interests. Another example can be made. In order to help or to make economical viable for a minimum number of people who are geographically disadvantaged, a huge investment is required and that may provide less return. In this circumstance, a model of professional transformation or access to recourse fund needs to be developed providing both qualitative and quantitative weight. Factual access to health or emergency needs neither follow qualitative nor quantitative or both thus some research problem is always serious on their own nature and social circumstances.

Research aim is wider and in order to achieve the aims, a numbers of objectives are determined to narrow down the scope of research. Thus cautious attention needs to be paid so that objectives are determined with the alignment of research aims. Research questions are needed to be outlined in connection of the research objectives since answers of these research questions are known as findings. Consequently, if the research questions are not well linked with the research objectives, neither research objectives nor research aim can be obtained.

### **Literature review**

A literature review is a description of the literature relevant to a particular field or topic. It gives an overview of what has been said, who the key writers are, what are the prevailing theories and hypotheses, what questions are being asked, and what methods and methodologies are appropriate and useful. As such, it is not in itself primary research, but rather it reports on other findings. A literature review uses as its database reports of primary or original scholarship, and does not report new primary scholarship on its own. The primary reports used in the

literature may be verbal, but in the vast majority of cases reports are written documents. The types of scholarship may be empirical, theoretical, critical/analytic, or methodological in nature. Secondly a literature review seeks to describe, summarize, evaluate, clarify and/or integrate the content of primary reports. "A literature review may be purely descriptive, as in an annotated bibliography, or it may provide a critical assessment of the literature in a particular field, stating where the weaknesses and gaps are, contrasting the views of particular authors, or raising questions. Such a review will not just be a summary but it will also evaluate and show relationships between different materials, so that key themes can emerge. Even a descriptive review however should not just list and paraphrase, but should add comment and bring out themes and trends.

Before writing literature review and designing research design for a work, it is important to make database drawing a table in order to make a proper mapping. A number of tables need to be prepared according to key concepts and key focuses of the research. Each table will have a number of clauses, such as title of the work, context of the work, authors, year of research, key focus of the research, method of the research and key findings and suggestions. Thereafter, a number of examinations and analyses need to be made centering on the research findings and suggestions in order to test them and their connection with respective research design, research year, author or research context and culture. By doing so, the main dominant role can be identified. After analyzing, all tables, writing of literature review can start either in coherence or on a chronological basis. The main concept of coherence basis is a progress through coherent research concept and focus, while chronological basis follows the flow of research years. However, according to the research context or research methods, subsections can be made within this section. However most of the researchers use coherence basis in the light of research focus and divide a numbers of subsections to establish a conceptual frame work. The purpose of literature review is to find out a real standpoint for the current work that is planned to be conducted. It also provides an understanding about the scope of current work with a deeper understanding of correct methodological and tools adaptation for the current work.

It is significant to note that all tables drawn must be kept in safe for references. If they were asked to supply by reviewers and editor, the author should provide them on demand.

### **Research context**

If the work is not universal and it only covers a specific region, it is important to write a research context. Through this section and its subsections, a clear idea about the context, its distinct characteristics, features,

culture and economy that might have impact on research itself or research design will be explored.

## Research design

This section would include a number of relevant subsections reflecting the nature of research. These subsections vary in the context of research method. However, a global pattern always holds. These subsections are Epistemological foundation for research, Methodological approach, Research techniques and Methodical approach, Significance of adopted methodology and method, Research tools, Significance of designed tools (this should include a number of issues, validity of questionnaire/ questions, itemizing and grouping of questionnaire/ questions, interview protocol, coding, statistical parameter, significance test), sample selection and significance of such selection, Data collection and data analysis, Ethical issues and confidentiality, commercial sensitivity, Research limitations. However, only a few subsections are different from one approach to another, for example from qualitative to quantitative.

Analysis shows that scholars of these days avoid writing epistemological foundation for research. In fact without knowing epistemological foundation for research, the definition of knowledge would not be clear. Thus a research conducted without Epistemological foundation for research underpinnings always fails to provide new knowledge. Nevertheless, epistemological foundation for research also provides parameters for methodological and methodical approach.

Many people use methodology and method as synonyms. In the discussion concerning research methods and methodology, the word 'epistemology' is characterised by a spirit of controversy. Critics always generate argument when discussing the epistemological foundation of a research. Epistemology is a philosophical word defined as the philosophical<sup>1</sup> theory of knowledge. Methodology and method can also be defined respectively as (1) the branch of philosophy that analyses the principles and procedures of an inquiry in a particular discipline, or the system of methods followed in a particular discipline, and (2) a way of working, adopting a systematic approach which implies an orderly logic (usually in stages). Therefore, in order to identify a methodological approach, it is important to know the epistemological foundation of the research. However, the main benefit provided by the discussion on epistemological foundation of the research informs us as to whether a particular research would be progressed through hypothesis or research questions or through both.

---

<sup>1</sup> Philosophy can be defined as the rational investigation of questions about existence, knowledge and ethics

## Epistemological foundation, hypothesis and research questions

Almost all of the researchers in the field of social sciences should not be conducted to have a results from a hypothesis but to provide findings of research questions. Only a few cases where some established postulates in economics, marketing, finance and accounting are established, a research can be marched through hypothesis. In order to understand, the right way to traipse, research should know at least three schools of thoughts on epistemological foundation (definition of knowledge). They are Popper's falsificationist theory, Kuhn's theory of paradigm shifts and Lakatos' theory of degeneration. A research that aims provide knowledge in the light of Popper's falsificationist theory should follow hypothesis. On the other hand, a research aims to discover knowledge following Lakatos' theory of degeneration has to follow research questions pattern. However, research aligned with Kuhn's theory of paradigm shifts essentially follows hypothesis model but also some time can follow research questions model or both depending on nature of research. There have been great number of instances of misuse and abuse of the term 'hypothesis' in contemporary researches in social sciences, especially in the areas of the business and management.

## Research methods

While a few scholars are aware about the differentiation between research methodology and methods, a significant number of the researchers have also no clear idea about the differences between quantitative, qualitative, survey and empirical let alone case study and conceptual work. They often judge that a work conducted through questionnaire is quantitative, while the work conducted by interviews is treated as qualitative. This is a very naïve idea. Researchers need to travel beyond of this boundary line in order to prove the adopted method is right and significant.

## Findings and results

Many of us do not have any clear idea about the differences between results and findings. Most of us see these two words as synonyms. Actually, even though, they are synonyms, both of them have different interpretations. While a research discovered an absolutely right answer by a concrete right method, we can only then identify this discovery as results. While the results can be varied and the research can be conducted by a number of methods or using of mix-methods, the discovery and insights would be called as findings. Research in the area of science always poses results, while most of the research in the area of social science

generates some findings.

In order to write this section, the most ideal way is to divide them into few subsections in the light of research questions/ hypothesis rephrasing them as statement format. If any of us can figure out solid theme from research questions/ hypotheses, subsections can be divided according to the theme. Moreover, if a research adopted a number of methods and tools, categorization based on methods and tools in the light of questions/ hypothesis can be made to write the subsections.

## **Discussions**

It is important to testify, validate and nullify the findings of the current research with the researches that are conducted earlier. This is considered as a core to provide a standpoint for the current research.

## **Suggestions and concluding remark**

Many of us provide suggestions as bullet points from the minds that are pre-biased. Suggestions must communicate the research findings that have been discovered and analysed respectively under findings and discussions sections.

## **Reference**

The common mistakes identified are a great amount of mismatching between reference lists and cited references in the texts. Moreover, huge numbers of inconsistencies are also found. Furthermore, mistakes on spelling of authors' names and publication year are also high in degree. Scholars from many countries such as Malaysia and Turkey do not provide right way of surname and initials. Many mistakes also cause for 'et al' referencing. Use of Endnote can be the solution. But scholars have to caution on how to use its different formats. I must suggest that it is very important to read the author's guidelines very carefully. Providing right reference is not difficult but it needs a careful and time-consuming attention.

## **Language**

This has been considered as one of the major problems. There is no shortcut to overcoming it. We have noticed that a number of manuscripts lack careful proofreading. Moreover, due to internet availability, a high amount of plagiarisms are also been in place. Many of the cases, it was found that the contents are being just placed through copy and paste from different sources. This is not only an infringing of academic laws and ethics but also this kind of writing is incoherent and prolix to read. In this regard, a

quick guideline is to work with experienced scholars who have been publishing for quite some time before you have started to work as an independent writer. Some time professional editors would also offer help. An alarming note is that before selecting an editor for language revision, it is important to know his/ her area of interests and depth of subject knowledge failing which the concept of the whole work may change from one paradigm to another.

## **Writing for business management: A case of African Journal of Business Management (AJBM)**

Many people think that the business administration is for the corporate sector. Others think business is meant for the private sector. That is not always right. Business administration involves the whole of a specific country or the globe in its totality. Whether it is private or public, it concerns the state. If there is a loss either on the private sector or the public sector, it is the state which loses. It is the tax payers' money that gets into the loss. The research primary concern of focus has been to see that the business administration as a whole should be a win-win situation both for the sector doing the business and the people of the state who are paying for it directly or indirectly.

Without understanding this concept, many scholars submit papers to a journal that is focusing on business management. My experiences as an editor for two journals working in area of social science testify that many scholars submit papers which are not connected with the concept of business management. Moreover, a communication received from two editors in chief working with the well reputed journals at the fields of economics and businesses assert the same. It has been discovered that many submissions are connected to psychology, educational and learning outcomes, pedagogy, sports management, health complications and even engineering.

Interdisciplinary research approach was considered as old fashion since it has been discovered that a research insights invented through interdisciplinary research may benefit in a number of ways. But other side of the coin may negatively impact many issues which was nearly impossible to identify by the interdisciplinary researchers. It is thus now been rigorously advocated in favour of multi-disciplinary approach in research with an aim of reducing the negative impact providing more solid benefit to civilization, culture, society in a decent global manner reducing the clashes that may happen. Having said that, a manuscript aimed to be submitted in connection of publication of a journal categorized as business and economics should have original contribution with a creation of new knowledge that is able to contribute directly with the concept of following subjects and areas. They are management, economics, accounting, finance, banking, marketing, policy and strategy. It is worthwhile

to note that these are major categories considered as macro areas for research in business and economy. Within one major category, there could be a number of sub-categories that are considered to be micro units. For instance, human resource management, corporate governance and regulatory strategy, financial management, organizational management and behaviors and etc. can be considered as the micro units of management.

Without understanding these concepts, scholars from different fields are submitting their work to the journals that are working in area of business and economics. A wider number of submissions are from psychology, information technology, history, educational and learning outcomes, pedagogy, sports management, health complications and even engineering.

When I am saying these, I must carefully note that I do not essentially mean that a work which covers one of the following subjects and areas such as management, economics, accounting, finance, banking, marketing, policy and strategy as key concept producing new knowledge using education, food, garments, health or engineering as a sector can not publish their work in the journals that are working in the area of business and economics. Indeed, researches are appreciably welcome as stated earlier with the concept of 'state business'. Moreover most of the states are doing business in areas of health, education food through the involvement of private and public sectors or public and private partnership provision (Alam et al., 2001; Alam, 2009; Alam et al., 2010b). The areas I am concerned with are education and health where millions of dollars are spent by the business sectors. The research should be connected with one these subjects or areas to develop the conceptual framework to generate new knowledge in one or more than one of these areas of management, economics, accounting, finance, banking, marketing, or policy and strategy using sectors as a case.

### **Selection of journal**

It is unusual that scholars decide about journals for publication before they conduct research. However, it is always recommended to start thinking about the journal before your writing or submission. All the scholars should search through the probable journals that are related to the area. Thereafter, authors need to read a number of articles from those journals in order to position him/her with the updated knowledge. Moreover, an author needs to identify the new areas of knowledge that the journals have not covered yet (but the area is under the coverage of the respective journal). Once this is identified, author can prepare its manuscripts and submit before someone else produces this knowledge. It is fundamentally important to consult the proper articles linked to proposed work that are published in the targeted journal and get

them cited.

### **African Journal of Business Management (AJBM)**

AJBM is one the progressive ISI journals indexed with ISI Social Science Citation Index. Since its inception, the journal has been contributing significantly for the research area of business and economy. Earlier, it was considered that the best product of knowledge house in the area of business and economy should be based in the West and also should cover the business and economy of the West. AJBM proves this as a wrong concept. AJBM demonstrates that a good work is a matter for success. The regional coverage of the study and location of the study do not whatsoever matter (Table 2). Currently, AJBM has dramatically improved its impact and position within the area of business management and economics. It is thus an immense pressure for AJBM editors, management, editorial assistants, editing and quality assurance team to ensure a high quality job (Table 1 and Figure 1). Through its increased number of publication, it would be impossible to justify and measure the pressure as only 35% of the submissions have received success. In many cases, success may arrive after a number of revisions. We are grateful to our authors for their hard work and patience. However, this is not the end. This attempt is made by one of the editors and authors of AJBM who is a part of our scholarly family, to give a clearer guideline to the successful authors to do more work of quality and to the non-successful authors to be successful in their future works.

### **CONCLUSION**

Let me conclude with a few important tips. We must read the provided author's guidelines many times before the submission of the work to any journal. We must understand the scope of work that the specific journal includes and covers. We should also make sure that we have provided the right structure, outline, setup, makeup, and shape including citations and reference list as the way the journal demands. Moreover, we must make sure that before submission, we the authors have read the article, a number of times along with a shared reading amongst colleagues who are working in the same field.

Let me sign off with a happy note by providing the scope of work for AJBM with the web link for author guideline (<http://www.academicjournals.org/AJBM/Instruction.htm>): Articles in AJBM examine emerging trends and concerns in the areas of general management, business law, public responsibility and ethics, marketing theory and applications, business finance and investment, general business research, business and economics education, production/operations management, organizational behavior and theory, strategic management policy, social

issues and public policy, management organization, statistics and econometrics, personnel and industrial relations, technology and innovation, case studies and management information systems. The goal of AJBM is to broaden the knowledge of business professionals and academicians by promoting free access and provide valuable insight to business-related information, research and ideas (cited from <http://www.academicjournals.org/AJBM/Instruction.htm> on 28th December, 2010).

## Acknowledgments

This editor duly acknowledges the supports and cooperation received from the management of AJBM and Academic Journal Limited. Outstanding thanks must visit to Mr. Clement Onou, The general Manager-Academic Journal and Mr. Franklyn Monyei, Editorial coordinator AJBM. This editor must greatly concede the great contribution of the editor-in-chief Professor Prof. DLR van der Waldt and without his hard effort, it is impossible to make the dream true for AJBM. I always feel him as my guru (guide) and his supports are unique for my authorship and editorial career.

I also acknowledge the encouragement received from Mr. Syed Ataur Rahman, Former Secretary General, Ministry of Education, Bangladesh. I must heartily remember the immense supports received from A.A Zaidan, B.B Zaidan, PhD colleagues and my colleagues Dr. Kazi Enamul Hoque, Dr. P K Mishra and Ms. Jillian Wong.

## REFERENCES

- Adekola B (2010a). "Gender differences in the experience of work burnout among university staff", *Afr. J. Bus. Manage.* 4 (6): 886-889
- Adekola B (2010b). "Interferences between work and family among male and female executives in Nigeria". *Afr. J. Bus. Manage.* 4 (6):1069-1077
- African Journal of Business Management (2010). Instructions for Authors, <http://www.academicjournals.org/AJBM/Instruction.htm> (accessed on 27th of December, 2010)
- Agumba JN, Fester FC (2010). "Participation in formal mentoring programme in South African construction industry: A perspective of new knowledge workers". *Afr. J. Bus. Manage.*, 4(10): 1954-1963
- Alam GM, Hoque KE (2010). "Who gains from "brain and body drain" business - developing/developed world or individuals: A comparative study between skilled and semi/unskilled emigrants". *Afr. J. Bus. Manage.* 4 (4): 534-548
- Alam GM, Hoque KE, Khalifa MTB, Siraj SB, Ghani MFBA (2009). The role of agriculture education and training on agriculture economics and national development of Bangladesh. *Afr. J. Agric. Res.*, 4(12): 1334-1350
- Alam GM, Hoque KE, Ok OK (2010b). "Quest for a better operation system in education: Privatization and teacher educationalization or voucherization glimpsing from consumer and product perspectives". *Afr. J. Bus. Manage.* 4 (6):1202-1214
- Alam GM, Hoque KE, Rout GK, Priyadarshani N (2010a). "Who gains from EFA – State business of education or private higher education business in developing nations? A study to understand the policy impact in Bangladesh". *Afr. J. Bus. Manage.* 4 (5): 770-789.
- Alam GM, Ismail KEHL, Mishra PK (2010c). "Do developing countries need Education laws to manage its system or are ethics and a market-driven approach sufficient?" *Afr. J. Bus. Manage.*, 4(15): 3406-3416.
- Alam, GM (2009). Can governance and regulatory control ensure private higher education as business or public goods in Bangladesh? *Afr. J. Bus. Manage.*, 3(12): 890-906.
- Al-Amin AQ, Islam M, Fei YS, Kari F (2010). "An alternate approach to identify key service sectors' contributors: Experiences from Malaysian economy" *Afr. J. Bus. Manage.*, 4(10): 2174-2180.
- Albayrak M, Gunes E (2010a). "Traditional foods: Interaction between local and global foods in Turkey". *Afr. J. Bus. Manage.* 4 (4): 555-554
- Albayrak M, Gunes E (2010b). "Implementations of geographical indications at brand management of traditional foods in the European Union". *Afr. J. Bus. Manage.* 4 (6):1059-1068.
- Ambe IM, Weiss JAB (2010). "Strategic supply chain framework for the automotive industry". *Afr. J. Bus. Manage.*, 4(10): 2110-2120
- Anvari R, Amin SM, Ismail WKW, Ahmad UNU (2010). "Strategic training practices, effective organizational commitment, and turnover intention: The mediating role of psychological contract". *Afr. J. Bus. Manage.*, 4(15): 3391-3405.
- Arabaci IB (2010). "The effects of depersonalization and organizational cynicism levels on the job satisfaction of educational inspectors". *Afr. J. Bus. Manage.*, 4(13): 2802-281.
- Atici B (2010). "Information society statistics and indicators: A case study of Turkey". *Afr. J. Bus. Manage.* 4(7): 1363-1371.
- Awogbenle AC, Iwuamadi KC (2010). "Youth unemployment: Entrepreneurship development programme as an intervention mechanism". *Afr. J. Bus. Manage.* 4 (6): 831-835.
- Ay M, Avşaroğlu S (2010). "Research on accountants' professional burnout, job and life satisfaction: 2-Burnout and job satisfaction". *Afr. J. Bus. Manage.* 4(8): 1576-1585.
- Ayo CK, Ukpere WI (2010). "Design of a secure unified e-payment system in Nigeria: A case study". *Afr. J. Bus. Manage.* 4(9): 1753-1760.
- Azmi AAC, Kamarulzaman Y, (2010). "Adoption of tax e-filing: A conceptual paper". *Afr. J. Bus. Manage.*, 4 (5): 599-603
- Kamarulzaman Y, Madun A, Azmi AC (2010). "Exploring the potential of electronic magazine among internet users". *Afr. J. Bus. Manage.* 4 (5): 644-650.
- Azmi IAG (2010). "Competency-based human resource practices in Malaysian public sector organizations". *Afr. J. Bus. Manage.*, 4 (2), 235-241.
- Baten A, Kamil AA (2010). "A stochastic frontier model on measuring online bank deposits efficiency". *Afr. J. Bus. Manage.*, 4(12): 2438-2449.
- Bell J (1999). *Doing your Research Projects*. Third Edition, Open University Press, Buckingham, Philadelphia.
- Beneke J (2010). "Consumer perceptions of private label brands within the retail grocery sector of South Africa". *Afr. J. Bus. Manage.* 4 (2): 203-220.
- Beneke J, Human G (2010). "Student recruitment marketing in South Africa– An exploratory study into the adoption of a relationship orientation". *Afr. J. Bus. Manage.* 4 (4): 435-447.
- Botha E, Waldt DLR van der (2010). "Relationship antecedents that impact on outcomes of strategic stakeholder alliances". *Afr. J. Bus. Manage.* 4(8): 1629-1638.
- Bozgeyikli H, Işıklar A, Eroğlu SE (2010). "Demographic variables and levels of life satisfaction: The case of students enrolled in apprenticeship training". *Afr. J. Bus. Manage.* 4(7): 1336-1345.
- Brown A, Dowling P (1998). *Doing research/Reading research*. A mode of Interrogation for Education. Falmer Press, Sussex.
- Bruwer JP, Watkins A (2010). "Sustainability of fast moving consumer goods retail SMMEs" *Afr. J. Bus. Manage.*, 4(16): 3550-3555.
- Cakmak AF, Cevik EI (2010). "Cognitive emotion regulation questionnaire: Development of Turkish version of 18-item short form" *Afr. J. Bus. Manage.*, 4(10): 2097-2102.
- Camargo ME, Filho WP, Dullius AIDS, Malafaia GC (2010). "Transfer function and intervention models for the study of Brazilian inflationary process". *Afr. J. Bus. Manage.*, 4 (5): 578-582.
- Cankaya IH (2010). "School managers' views about school safety from

- the invitational theory perspective". *Afr. J. Bus. Manage.*, 4(12): 2415-242
- Çelik V (2010). "Understanding school culture via analyzing organizational stories". *Afr. J. Bus. Manage.* 4(1): 103-110.
- Chang ML, Lai M, Wu WY (2010a). "The influences of shopping motivation on adolescent online-shopping perceptions". *Afr. J. Bus. Manage.*, 4(13): 2728-2742.
- Chang ML, Lai M, Wu WY (2010b). "The influences of shopping motivation on adolescent online-shopping perceptions". *Afr. J. Bus. Manage.*, 4(13): 2728-2742.
- Chang NJ, Fong CM (2010). "Green product quality, green corporate image, green customer satisfaction, and green customer loyalty". *Afr. J. Bus. Manage.*, 4(13): 2836-2844.
- Chang RD, Wei JT, Wu HH, Teng CC (2010). "Restatements, family ownership and the forced turnover of related parties of financial statements". *Afr. J. Bus. Manage.*, 4(13): 2705-2717.
- Chang SC (2010). "The SEEDS of oil price fluctuations: A management perspective". *Afr. J. Bus. Manage.*, 4(7): 1390-1394.
- Chang WL, Lin HL (2010). "The impact of color traits on corporate branding". *Afr. J. Bus. Manage.*, 4(15): 3344-3355.
- Chelliah S, Pandian S, Sulaiman M, Munusamy J (2010). "The moderating effect of firm size: Internationalization of small and medium enterprises (SMEs) in the manufacturing sector". *Afr. J. Bus. Manage.*, 4(14): 3096-3109.
- Chen BT, Lu CY (2010). "Assessing the leisure travel behavior of foreign and domestic graduates in Central United States". *Afr. J. Bus. Manage.* 4(8): 1554-1563.
- Chen CM, Wang TC (2010). "Rising productivity of the fixed mobile convergence trend in the telecommunications industry". *Afr. J. Bus. Manage.*, 4(15): 3374-3390.
- Chen CT, Hu JL, Liao JJ (2010). "Tourists' nationalities and the cost efficiency of international tourist hotels in Taiwan". *Afr. J. Bus. Manage.*, 4(16): 3440-3446.
- Chen LF, Hsiao CH, Tsai CF, (2010). "Three-stage-DEA model selections and managerial decision". *Afr. J. Bus. Manage.*, 4(14): 3046-3055.
- Chen LS (2010). "Application of cloud computing to learning" *Afr. J. Bus. Manage.*, 4(14): 3217-3225.
- Chen LT, Chen CW, Chen CY (2010). "Are educational background and gender moderator variables for leadership, satisfaction and organizational commitment?" *Afr. J. Bus. Manage.*, 4 (2), 248-261.
- Chen ML, Chen KJ (2010). "Relationships among organizational innovation, learning and knowledge management in the information technology industry". *Afr. J. Bus. Manage.*, 4(14): 3191-3200.
- Chen SC, Li SH (2010). "Consumer adoption of e-service: Integrating technology readiness with the theory of planned behavior". *Afr. J. Bus. Manage.*, 4(16): 3556-3563.
- Chen SH (2010). "The establishment and comparison of the balanced scorecard for profit and non-profit organizations". *Afr. J. Bus. Manage.*, 4(14): 3005-3012.
- Chen TC, Hsu CH, Chen CY, Lii P, (2010). "Constructing virtual channel power model". *Afr. J. Bus. Manage.*, 4(12): 2430-2437.
- Chen YC, Chiu YH, Huang CW (2010). "Measuring super-efficiency of financial and nonfinancial holding companies in Taiwan: An application of DEA models". *Afr. J. Bus. Manage.*, 4(13): 3122-3133.
- Chen YH, Chen CY, Lee SC, (2010). "Technology forecasting of new clean energy: The example of hydrogen energy and fuel cell". *Afr. J. Bus. Manage.* 4(7): 1372-1380.
- Cheng YS, Liu YP, Chien CY (2010). "Capital structure and firm value in China: A panel threshold regression analysis". *Afr. J. Bus. Manage.*, 4(12): 2500-2507.
- Chiboiwa MW, Samuel MO, Chipunza C (2010). "An examination of employee retention strategy in a private organisation in Zimbabwe". *Afr. J. Bus. Manage.*, 4(10): 2103-2109.
- Chibueze CI, Kalu JO, Paul U (2010). "Social order, education and democracy in Nigeria: Some unresolved questions". *Afr. J. Bus. Manage.*, 4(14): 2999-3004.
- Chipunza C, Berry DM (2010). "The relationship among survivor qualities – attitude, commitment and motivation – after downsizing". *Afr. J. Bus. Manage.*, 4 (5): 604-613.
- Choong CK, Lau E, Liew VKS, Puah CH (2010). "Does debts foster economic growth? The experience of Malaysia". *Afr. J. Bus. Manage.*, 4(8): 1564-1575.
- Chuang LM, Liu CC, Tsai WC, Huang CM (2010). "Towards an analytical framework of organizational innovation in the service industry". *Afr. J. Bus. Manage.*, 4 (5): 790-799.
- Chung NG, Angeline T (2010). "Does work engagement mediate the relationship between job resources and job performance of employees?" *Afr. J. Bus. Manage.* 4(9): 1837-1843.
- Çoban B (2010). "An analysis of the aims of Turkish Amateur Sports Club Confederation board members who entered management positions". *Afr. J. Bus. Manage.*, 4(12):2409-2414.
- Creswell J (2003). *Research design: Qualitative, Quantitative and Mixed methods Approaches.* (2<sup>nd</sup> edition), University of Nebraska, Lincoln.
- David O, Umeh JC, Ameh AA (2010). "The effect of exchange rate fluctuations on the Nigerian manufacturing sector". *Afr. J. Bus. Manage.*, 4(14): 2994-2998.
- De Jager JW, du Plooy AT, Ayadi MF (2010). "Delivering quality service to in- and out-patients in a South African public hospital". *Afr. J. Bus. Manage.* 4 (2): 133-139.
- Demir H, Bostanci B, (2010). "Decision-support analysis for risk management". *Afr. J. Bus. Manage.*, 4(8): 1586-1604
- Demirtas Z (2010). "Ethical codes expected of school administrators". *Afr. J. Bus. Manage.*, 4 (6):1006-1013.
- Ding JF (2010). "Critical factors influencing customer value for global shipping carrier-based logistics service providers using Fuzzy AHP approach". *Afr. J. Bus. Manage.*, 4(7): 1299-1307.
- Dorasamy N (2010). "Enhancing an ethical culture through purpose – directed leadership for improved public service delivery: A case for South Africa". *Afr. J. Bus. Manage.*, 4(1): 049-055.
- Dorasamy N (2010). "From self interest to public interest: Promoting higher levels of business ethics". *Afr. J. Bus. Manage.*, 4(1): 049-055.
- Dorasamy N (2010). "The impact of the global crisis on ethical leadership: A case study of the South African public sector". *Afr. J. Bus. Manage.*, 4(10): 2087-2096.
- Dzansi DY, Dzansi LW (2010). " Understanding the impact of human resource management practices on municipal service delivery in South Africa: An organizational justice approach". *Afr. J. Bus. Manage.*, 4 (6):995-1005.
- Ebrahim NA, Ahmed S, Taha Z (2010a). "Virtual R&D teams and SMEs growth: A comparative study between Iranian and Malaysian SMEs". *Afr. J. Bus. Manage.*, 4(11): 2368-2379.
- Ebrahim NA, Ahmed S, Taha Z, (2010). "Critical factors for new product developments in SMEs virtual team". *Afr. J. Bus. Manage.*, 4(11): 2247-2257.
- Ekanol AB (2010). "Reconciling profit and social development in Osigwe Anyiam-Osigwe's business ethics". *Afr. J. Bus. Manage.*, 4 (6):1194-1201.
- Elijah E, Ogbadu S, Garba JS (2010). "Motivational factors influencing adoption of motor cycle business in Igala land of Kogi State". *Afr. J. Bus. Manage.*, 4(7): 1236-1239.
- Ercan T (2010). "Towards virtualization: A competitive business continuity". *Afr. J. Bus. Manage.*, 4(10): 2164-2173.
- Erdem E, Korkut DS, Duru MN, (2010b). "Sales and marketing problems of small and medium sized forest products enterprises in Turkey". *Afr. J. Bus. Manage.* 4(7): 1416-1422.
- Ergin EA (2010). "Compulsive buying behavior tendencies: The case of Turkish consumers". *Afr. J. Bus. Manage.*, 4 (3): 333-338.
- Ergin EA (2010). "The rise in the sales of counterfeit brands: The case of Turkish consumers". *Afr. J. Bus. Manage.*, 4(10): 2181-2186
- Fang CH, Chang ST, Chen GL (2010). "Competency development among Taiwanese healthcare middle manager: A test of the AHP approach". *Afr. J. Bus. Manage.*, 4(13): 2845-2855.
- Fang SR, Huang CY, Huang SWL (2010). "Corporate social responsibility strategies, dynamic capability and organizational performance: Cases of top Taiwan-selected benchmark enterprises". *Afr. J. Bus. Manage.*, 4(1): 120-132.
- Fasoranti MM (2010). "The influence of micro-credit on poverty alleviation among rural dwellers: A case study of Akoko North West Local Government Area of Ondo State". *Afr. J. Bus. Manage.*, 4(8): 1438-1446.
- Fatoki O, Odeyemi A (2010). "The determinants of access to trade credit by new SMEs in South Africa". *Afr. J. Bus. Manage.*, 4(13): 2763-2770.

- Fatt CK, Khin EWS, Ya P (2010a). "Doctrine of corporate governance and competition laws: The Malaysian perspectives". *Afr. J. Bus. Manage.*, 4 (6):1175-1184.
- Fatt CK, Wong ESK, Yap P (2010b). "Disclosure and corporate governance of insider trading: The Malaysian perspectives". *Afr. J. Bus. Manage.*, 4(9): 1883-1893.
- Fei ZY, Isa CR (2010). "Behavioral and organizational variables affecting the success of ABC success in China". *Afr. J. Bus. Manage.*, 4(11): 2302-2308.
- Feng WC, Angeline T (2010). "Turnover intention and job hopping behaviour of music teachers in Malaysia". *Afr. J. Bus. Manage.*, 4 (4): 425-434.
- Gberebie DE (2010). "Strategies for employee recruitment, retention and performance: Dimension of the Federal civil service of Nigeria". *Afr. J. Bus. Manage.*, 4(8): 1447-1456.
- Gulsun I, Umit G (2010). "Early warning model with statistical analysis procedures in Turkish insurance companies". *Afr. J. Bus. Manage.*, 4 (5): 623-630.
- Gunes E, Ozcelik A, Ozer OO, Albayrak M (2010). "The analysis of some factors on feed compound production: A case study focused on Turkish feed industry". *Afr. J. Bus. Manage.*, 4(7): 1329-1335.
- Hamzah N, Aman A, Maelah R, Auzair SM, Amiruddin R (2010). "Outsourcing decision processes: A case study of a Malaysian firm". *Afr. J. Bus. Manage.*, 4(15): 3307-3314.
- Hasan AHMS, Baten MA, Kamil AA, Parveen S (2010). "Adoption of e-banking in Bangladesh: An exploratory study". *Afr. J. Bus. Manage.*, 4(13): . 2718-2727.
- Herranz AA, Lara PV, Barraza S, Legato AM (2010). "Factors determining the entrepreneurial consolidation in Latin America". *Afr. J. Bus. Manage.*, 4(9): 1717-1722.
- Ho WRJ, Wang YC, Liou GJ (2010). "The interactive relationship among international gold indices, gold futures and the overall economy". *Afr. J. Bus. Manage.*, 4(9): 1903-1915.
- Hsu CH, Yang CM (2010). "Applying process capability analysis chart (PCAC) in measuring sewing machine quality". *Afr. J. Bus. Manage.*, 4(11): 2296-2301.
- Hu HY, Chiu SI, Cheng CC, Hsieh YF (2010). "A study on investigating patient satisfaction of medical centers using Taiwan customer satisfaction index in Taiwan". *Afr. J. Bus. Manage.*, 4(14): 3207-3216.
- Hu TL, Chang CY, Hsieh WC, Chen HY (2010). "Channel performance and power: A Taiwanese study". *Afr. J. Bus. Manage.*, 4(13): 2812-2823
- Huang DT, Liu ZC (2010). "A study of the relationship between related party transactions and firm value in high technology firms in Taiwan and China". *Afr. J. Bus. Manage.* 4(9): 1924-1931.
- Huang KP, Wang CH, Tseng MC, Wang KY (2010). "A study on entrepreneurial orientation and resource acquisition: The effects of social capital". *Afr. J. Bus. Manage.*, 4(15): 3226-3231.
- Huang PS, Shih LH (2010). "The impact of industrial knowledge management and environmental strategy on corporate performance of iso-14000 companies in Taiwan: The application of structural equation modeling". *Afr. J. Bus. Manage.*, 4(1): 012-030.
- Husain A, Khan A (2010). "Clarifying spiritual values among organizational development personnel". *Afr. J. Bus. Manage.*, 4 (2): 278-281.
- Ibrahim H, Samad FA (2010). "Family business in emerging markets: The case of Malaysia". *Afr. J. Bus. Manage.*, 4(13): 2586-2595.
- Ilada FY, Direktör E (2010). "Health care service quality: A comparison of public and private hospitals". *Afr. J. Bus. Manage.*, 4 (6):962-971.
- Ilada FY, Nil R, Tursoy GT, Rjoub H (2010). "An empirical analysis of currency crises, fundamentals and speculative pressure". *Afr. J. Bus. Manage.*, 4 (6):972-978.
- Iwu CG (2010). "Impact of product development and innovation on market share". *Afr. J. Bus. Manage.*, 4(13): 2659-2667.
- Jager JWD, Soontiens W (2010). "Reputation and information drivers in student recruitment: Comparing South African, Singaporean and Malaysian tertiary education". *Afr. J. Bus. Manage.*, 4(13): 3062-3066.
- Jajri I, Ismail R (2010). "Impact of labour quality on labour productivity and economic growth". *Afr. J. Bus. Manage.* 4 (4): 486-495.
- Jen-Hung H, Yi-Chun Y (2010). "Gender differences in adolescents' online shopping motivations". *Afr. J. Bus. Manage.*, 4 (6): 849-857.
- Jusoh R (2010). "The influence of perceived environmental uncertainty, firm size, and strategy on multiple performance measures usage". *Afr. J. Bus. Manage.*, 4(10): 1972-1984.
- Kao HH, Yeh DH, Wang YH, Hung JC (2010). "An optimal algorithm for type-I assembly line balancing problem with resource constraint". *Afr. J. Bus. Manage.*, 4(10): 2051-2058.
- Kapusuzoglu A, Tasdemi A (2010). "The analysis of the effects of derivatives exchange (DE) transactions on the market efficiency of Istanbul stock exchange (ISE) national 100 index and on spot market transaction prices". *Afr. J. Bus. Manage.*, 4 (2): 242-247.
- Kapusuzoglu S (2010). "An investigation of conflict resolution in educational organizations". *Afr. J. Bus. Manage.*, 4(1): 096-102.
- Karabrahimoglu YZ (2010). "Corporate social responsibility in times of financial crisis". *Afr. J. Bus. Manage.*, 4 (4): 382-389.
- Katrinli A, Atabay G, Gunay G, Cangarli BG (2010). "Perception of organizational politics and LMX: Linkages in distributive justice and job satisfaction". *Afr. J. Bus. Manage.*, 4(14): 3110-3121.
- Katrinli A, Penbek S (2010). "Comparison of methods for allocation of service departments' costs to operating departments: A Monte Carlo simulation". *Afr. J. Bus. Manage.*, 4 (5): 755-763.
- Kaymaz Ö, Kaymaz Ö (2010). "The firm-level determinants underlying the profitability in brokerage institutions: Some evidence from Turkey". *Afr. J. Bus. Manage.*, 4 (2): 172-190.
- Kazu IY (2010). "Learning styles of teacher candidates: A sample of Firat University". *Afr. J. Bus. Manage.*, 4(15): 3265-3276.
- Keong LB, Yat DNC, Ling CH, (2010). "Month-of-the-year effects in Asian countries: A 20-year study (1990-2009)". *Afr. J. Bus. Manage.* 4(7): 1351-1362.
- Keskin A, Tumer EI, Dagdemi V (2010). "Demand for inputs in milk production: The case of Tokat province". *Afr. J. Bus. Manage.*, 4 (6):1126-1130.
- Khin GS, Zolfaghari E WSF (2010). "Total Quality Management in the stock exchange: A case study". *Afr. J. Bus. Manage.*, 4(12): 2450-2458.
- Kongolo M (2010). "Job creation versus job shedding and the role of SMEs in economic development". *Afr. J. Bus. Manage.*, 4(11): 2288-2295.
- Korkut DS, Erdem E, Duru MN (2010). "The analysis of small and medium-sized forest products enterprises in Turkey based on production, capacity usage, machine park and technology". *Afr. J. Bus. Manage.*, 4(7): 1408-1415
- Korkut DS, Gedik T (2010). "A research of occupational safety in forest products industry in Turkey". *Afr. J. Bus. Manage.*, 4(7): 1423-1430.
- Kurt G, Hacıoglu G (2010). "Ethics as a customer perceived value driver in the context of online retailing". *Afr. J. Bus. Manage.*, 4 (5): 672-677
- Kwakyee EO, Nor KM, Nor NGM (2010). "Nepotism and tribalism in teams: An initial investigation". *Afr. J. Bus. Manage.*, 4(16): 3508-3512.
- Lee HW, Yu CF (2010). "Effect of relationship style on innovation performance". *Afr. J. Bus. Manage.* 4(9): 1703-1708.
- Lee WI, Chen CW, Chen TH, Chen CY (2010). "The relationship between consumer orientation, service value, medical care service quality and patient satisfaction: The case of a medical center in Southern Taiwan". *Afr. J. Bus. Manage.*, 4 (4): 448-458.
- Liang LW, Shih KH, Chung YH (2010). "Financing instruments and strategies of agribusiness: Evidence from Taiwan". *Afr. J. Bus. Manage.*, 4 (3): 320-332.
- Liang CM, Jung CK (2010). "The relations of organizational characteristics, customer-oriented behavior and service quality". *Afr. J. Bus. Manage.*, 4(10): 2059-2074.
- Liao C, Wang HY, Chuang SH, Shih ML, Liu CC (2010). "Enhancing knowledge management for R&D innovation and firm performance: An integrative view". *Afr. J. Bus. Manage.*, 4(14): 3026-3038.
- Lin KH, Shih LH (2010). "An optimization model of product line rollover: A case study of the notebook computer industry in Taiwan". *Afr. J. Bus. Manage.*, 4(11): 2258-2268.
- Lin KH, Shih LH, Lu SS, Lin YT (2010). "Strategy selection for product service systems using case-based reasoning". *Afr. J. Bus. Manage.*, 4 (6):987-994.
- Lin SC, Lee KL (2010). "Fuzzy investment decision based on economic and strategic factors: A case of air logistics service provider". *Afr. J. Bus. Manage.*, 4(12): 2546-2555.
- Lin SL (2010). "A two-stage logistic regression-ANN model for the

- prediction of distress banks: Evidence from 11 emerging countries". *Afr. J. Bus. Manage.*, 4(14): 3149-316.
- Lin WC, Liu CF, Liang GS (2010). "Analysis of debt-paying ability for a shipping industry in Taiwan". *Afr. J. Bus. Manage.*, 4(1): 077-082.
- Lin CT, Lee YH (2010). "The jump-diffusion process for the VIX and the S&P 500 index". *Afr. J. Bus. Manage.*, 4(9): 1761-1768.
- Liu CC, Chuang LM, Huang CM, Tsai WC (2010). "Construction of index weight for organizational innovation in Taiwanese high-tech enterprises". *Afr. J. Bus. Manage.*, 4 (5): 594-598.
- Liu CH, Tsa WS (2010). "The effects of service quality and lifestyle on consumer choice of channel types: The health food industry as an example". *Afr. J. Bus. Manage.*, 4 (6):1023-1039
- Liu CH, Yen LC (2010). "The effects of service quality, tourism impact, and tourist satisfaction on tourist choice of leisure farming types". *Afr. J. Bus. Manage.*, 4(8): 1529-1545.
- Liu HY, Hung WT (2010). "Online store trustworthiness and customer loyalty: Moderating the effect of the customer's perception of the virtual environment". *Afr. J. Bus. Manage.*, 4(14): 2915-2920.
- Lo SF, Sheu HJ (2010). "Does corporate sustainability matter to investors?" *Afr. J. Bus. Manage.*, 4(13): 2856-2863.
- Lombard MR (2010). "Employees as customers – An internal marketing study of the Avis car rental group in South Africa". *Afr. J. Bus. Manage.* 4 (4): 362-372.
- Lu CT, Huang SY, Lo PY (2010). "An empirical study of on-line tax filing acceptance model: Integrating TAM and TPB". *Afr. J. Bus. Manage.*, 4 (5): 800-810.
- Lu YH, Shen CC, Ting CT, Wang CH (2010). "Research and development in productivity measurement: An empirical investigation of the high technology industry". *Afr. J. Bus. Manage.*, 4(13): 2871-2884.
- Min JCH, Kung HH, Liu HH (2010). "Interventions affecting air transport passenger demand in Taiwan". *Afr. J. Bus. Manage.*, 4(10): 2121-2131.
- Mmbengwa VM, Groenewald JA, Schalkwyk HDV, Gundidza MB, Maiwashe AN (2010). "Critical assessment of the performance and sustainability of Land Bank customers among emerging farmers in South Africa". *Afr. J. Bus. Manage.*, 4(13): 2753-2762.
- Mohamad NH, Said F (2010a). "Measuring the performance of 100 largest listed companies in Malaysia". *Afr. J. Bus. Manage.*, 4(13): 3178-3190.
- Mohamad NH, Said F (2010b). "Decomposing productivity growth in Malaysian food manufacturing industry". *Afr. J. Bus. Manage.*, 4(16): 3522-3529.
- Molina A, Gómez M, Consuegra DM (2010). "Tourism marketing information and destination image management". *Afr. J. Bus. Manage.* 4 (5): 722-728.
- Musara M, Fatoki O (2010). "Has technological innovations resulted in increased efficiency and cost savings for banks' customers?" *Afr. J. Bus. Manage.* 4(9): 1813-1821.
- Nagano JPSMS, Santos FCA (2010). "Influence of the technological innovation degree on knowledge creation: Evidence from a Brazilian firm". *Afr. J. Bus. Manage.*, 4 (5): 631-643.
- Nagano MS, Iacono A, Filho EE (2010). "Cooperation, interaction and learning in local production systems: Evidence in Brazilian firms". *Afr. J. Bus. Manage.*, 4(12): 2459-2479.
- Naris NS, Ukpere IW (2010a). "Mentoring programmes for academic staff at the Polytechnic of Namibia". *Afr. J. Bus. Manage.*, 4 (3): 350-356.
- Naris NS, Ukpere IW (2010b). "Developing a retention strategy for qualified staff at the Polytechnic of Namibia". *Afr. J. Bus. Manage.*, 4 (6):1078-1084.
- Ne WS (2010). "A South African perspective on the multiples of choice in the valuation of ordinary shareholders' equity: From theory to practice". *Afr. J. Bus. Manage.*, 4 (6): 930-941.
- Nehemia NM (2010). "Justification for skills transfer and validating a specific developed measuring instrument". *Afr. J. Bus. Manage.* 4 (6):1085-1094.
- Obert M, Olawale F (2010). "Does debt really matter on the profitability of small firms? A perspective on small manufacturing firms in Bulawayo, Zimbabwe". *Afr. J. Bus. Manage.*, 4(9): 1709-1716.
- Okay S, Sahin I (2010). "A field study to determine the satisfaction levels of the candidate teachers attending the machine drawing and construction program at the faculty of technical education in Turkey". *Afr. J. Bus. Manage.*, 4 (2):267-277.
- Okay S, Semiz S (2010) "The effects of ISO 9000 quality management system implementation in small and medium-sized textile enterprises: Turkish experience". *Afr. J. Bus. Manage.*, 4(14): 2921-2933.
- Olalla MF, Sanchez JIL, Rata BM (2010). "Cooperation with suppliers as a source of innovation" *Afr. J. Bus. Manage.*, 4(16): 3491-3499
- Olawal F, Smit AVA (2010b). "The impact of the business environment on the availability of trade credit to new SMEs in South Africa". *Afr. J. Bus. Manage.*, 4(9): 1790-1799.
- Olawale F, Garwe D (2010). "Obstacles to the growth of new SMEs in South Africa: A principal component analysis approach". *Afr. J. Bus. Manage.* 4 (5): 729-738.
- Olawale F, Lombard MR, Herbst G, (2010a). "An investigation into the impact of the usage of debt on the solvency of SMEs in the Buffalo City Municipality, South Africa". *Afr. J. Bus. Manage.* 4(7): 1266-1273.
- Olawale F, Olumuyiwa O, George H (2010b). "An investigation into the impact of investment appraisal techniques on the profitability of small manufacturing firms in the Nelson Mandela Metropolitan Bay Area, South Africa". *Afr. J. Bus. Manage.*, 4(7): 1274-1280.
- Olawale F, Smit AVA (2010a). "Business environmental influences on the availability of debt to new SMEs in South Africa". *Afr. J. Bus. Manage.*, 4(9): 1778-1789.
- Oloruntegebe KO, Akinsete AM, Ayeni EO, Oduyoyi MO, Alam GM (2010). "Rethinking development and sustainability of African economy: The roles of science education". *Afr. J. Bus. Manage.*, 4 (6): 811-819.
- Olufunso FO, Herbst G, Lombard MR (2010). "An investigation into the impact of the usage of debt on the profitability of small and medium enterprises in the Buffalo city municipality, South Africa". *Afr. J. Bus. Manage.*, 4 (4): 373-381.
- Oluseyi A, Shadare A (2010). "Influence of workers' training programmes on conflict reduction in industrial organizations in Nigeria". *Afr. J. Bus. Manage.*, 4(7): 1240-1246.
- Omar ARC, Ishak S, Rahid M R (2010). "Consultation-based entrepreneurial/business learning: Malaysia experience". *Afr. J. Bus. Manage.*, 4(12): 2508-2513.
- Omar R, Ramayah T, Lo MC, Sang TY, Siron R (2010). "Information sharing, information quality and usage of information technology (IT) tools in Malaysian organizations". *Afr. J. Bus. Manage.*, 4(12): 2486-2499.
- Özan MB, Özdemir TY (2010). "Metaphors suggested by teachers and students on the concept of school health". *Afr. J. Bus. Manage.* 4 (2): 191-202.
- Özer G, Ertokatl C (2010). "Chaotic processes of common stock index returns: An empirical examination on Istanbul Stock Exchange (ISE) market". *Afr. J. Bus. Manage.*, 4 (6):1140-1148.
- Özer G, Günlük M (2010). "The effects of discrimination perception and job satisfaction on Turkish public accountants' turnover intention". *Afr. J. Bus. Manage.* 4(8): 1500-1509.
- Özsoy M (2010). "User preferences on transformations of shopping centers into private urban public spaces: The case of Izmir, Turkey". *Afr. J. Bus. Manage.*, 4(10): 1990-2005
- Ozturk I, Acaravci A (2010). "An application of Thirlwall's law to the South African economy: Evidence from ARDL bounds testing approach". *Afr. J. Bus. Manage.*, 4 (2):262-266.
- Pai FY, Yeh TM (2010). "The effects of inter-firm power and supply partner assessment on supply chain integration". *Afr. J. Bus. Manage.*, 4(7): 1308-1319.
- Papastefanou N (2010). "A complexity theory-based management framework for virtual organisations". *Afr. J. Bus. Manage.*, 4(11): 2323-2337.
- Patton M (2002). *Qualitative Research and Evaluation Methods*. 3<sup>rd</sup> Edition. Sage Publication, London.
- Percy WS, Visvanathan N, Watson C (2010). "Relationship marketing: Strategic and tactical challenges for SMEs" *Afr. J. Bus. Manage.*, 4(13): 2596-2600.
- Polat S (2010). "The effect of organizational support; Perception of teachers on organizational trust perception of their schools". *Afr. J. Bus. Manage.*, 4(14): 3134-3138.
- Ponnu CH, Chuah CC (2010). "Organizational commitment, organizational justice and employee turnover in Malaysia". *Afr. J. Bus. Manage.*

- Manage., 4(13): 2676-2692.
- Ponnu CH, Karthigeyan RM (2010). "Board independence and corporate performance: Evidence from Malaysia". *Afr. J. Bus. Manage.*, 4 (6): 858-868.
- Potas N, Erçetin ŞŞ, Koçak S, (2010). "Multi dimensional organizational intelligence measurements for determining the institutional and managerial capacity of girls' technical education institution (Diyarbakir, Şanlıurfa and Konya/Turkey)". *Afr. J. Bus. Manage.*, 4(8): 1644-1651.
- Potgieter M, Jager JWD, Heerden CHV (2010). "Type of tour operations versus type of information systems: South African survey". *Afr. J. Bus. Manage.*, 4(13): 2634-2643.
- Quah CH, Crowley PM, Ismail MN (2010). "Monetary anchor for East Asia: Japan or United States?" *Afr. J. Bus. Manage.*, 4 (6):1048-1058.
- Raad M, Yeassen NM, Alam GM, Zaidan BB, Zaidan AA (2010). "Impact of spam advertisement through e-mail: A study to assess the influence of the anti-spam on the e-mail marketing". *Afr. J. Bus. Manage.*, 4(11): 2362-2367.
- Rahman S, Haque A, Ahmad M IS (2010). "Exploring influencing factors for the selection of mobile phone service providers: A structural equation modeling (SEM) approach on Malaysian consumers". *Afr. J. Bus. Manage.*, 4(13): 2885-2898.
- Ramayah T, Ahmad NH, Abdul Halim H, Zainal SRM, Lo MC (2010). "Discriminant analysis: An illustrated example". *Afr. J. Bus. Manage.*, 4(9): 1654-1667.
- Ramly Z, Rashid HMA (2010). "Critical review of literature on corporate governance and the cost of capital: The value creation perspective". *Afr. J. Bus. Manage.*, 4(11): 2198-2204.
- Rampersad R (2010). "An assessment of corporate governance and HIV/AIDS in the South African corporate sector". *Afr. J. Bus. Manage.*, 4(11): 2269-2276.
- Rankhumise EM, Rugimbana RO (2010). "Micro enterprise owner perspectives on performance: Insights from selected municipalities in Mpumalanga Province, South Africa". *Afr. J. Bus. Manage.*, 4(16): 3500-3507.
- Rata BM, López-Sánchez JI, Benavide MCR (2010). "Knowledge transfer mechanisms and the performance of franchise systems: An empirical study". *Afr. J. Bus. Manage.*, 4 (4): 396-405
- Rehan M, Akyuz GA (2010). "Enterprise Application Integration (EAI), Service Oriented Architectures (SOA) and their relevance to esupply chain formation". *Afr. J. Bus. Manage.*, 4(13): 2604-2614.
- Rudman RJ (2010). "Framework to identify and manage risks in Web 2.0 applications". *Afr. J. Bus. Manage.*, 4(13): 3251-3264.
- Ruiz MPM, Zarco AIJ, Barba-Sánchez V, Izquierdo-Yusta A (2010). "Store brand proneness and maximal customer satisfaction in grocery stores". *Afr. J. Bus. Manage.*, 4(1): 064-069.
- Rust AAB, Jager JWJD (2010). "Leadership in public health care: Staff satisfaction in selected South African hospitals". *Afr. J. Bus. Manage.*, 4(11): 2277-2287.
- Sahin M (2010). "Blended learning model in mechanical manufacturing training". *Afr. J. Bus. Manage.*, 4(12): 2520-252.
- Salguero GAC, Salinas AMC, Lecea JMM (2010). "Relationship between work-family conflict and job satisfaction: The moderating effect of gender and the salience of family and work roles". *Afr. J. Bus. Manage.*, 4(7): 1247-1259.
- Sánchez VB, Sahuquill CA (2010). "Integration of the environment in managerial strategy: application of the resource-based theory of competitive advantage, dynamic capabilities and corporate social responsibilities". *Afr. J. Bus. Manage.*, 4 (6):1155-1165.
- Semerci N (2010). "The relationships between self leadership and critical thinking". *Afr. J. Bus. Manage.*, 4(8): 1639-1643.
- Semerci N, Güney K, Alper-Ay F, Semerci Ç (2010). "Classroom teacher candidates' self-leadership behaviour". *Afr. J. Bus. Manage.*, 4(7): 1381-1385.
- Semiz, S, Demirci R (2010). "The implementation of advanced production and management technologies in Turkey automotive sector". *Afr. J. Bus. Manage.*, 4(7): 1320-1328.
- Sesli FA (2010). "Foundation administrations and foundation landownership in Turkey from past to present". *Afr. J. Bus. Manage.*, 4(9): 1769-1777.
- Shaffril HAM, Nasir AFA, Idris K, Uli J, Silva JLD (2010). "Agriculture project as an economic development tool to boost socio-economic level of the poor community: The case of Agropolitan project in Malaysia". *Afr. J. Bus. Manage.*, 4(11): 2354-2361.
- Shieh CJ (2010). "Supply chain management, organizational innovation and corporate culture: The impact of relatedness". *Afr. J. Bus. Manage.*, 4(9): 1736-1744.
- Slabbert AD, Ukpere WI (2010). "A preliminary comparative study of rugby and football spectators' attitudes towards violence". *Afr. J. Bus. Manage.*, 4 (4): 459-466.
- Su CW, Chang HL, Zhu MN, Qiao Z (2010). "An evaluation of leading indicators of currency crises". *Afr. J. Bus. Manage.*, 4(15): 3321-3331.
- Subramaniam R, Marimuthu M (2010). "Bank credit card and the selection criteria: An exploratory study". *Afr. J. Bus. Manage.*, 4(16): 3463-3472.
- Sukoco BM, Wu WY (2010). "The personal and social motivation of customers' participation in brand community". *Afr. J. Bus. Manage.*, 4 (5): 614-622.
- Taiwo AS (2010). "The influence of work environment on workers productivity: A case of selected oil and gas industry in Lagos, Nigeria". *Afr. J. Bus. Manage.*, 4 (3): 299-307.
- Takim A (2010). "Influences of Decree No. 32 on capital movements in Turkey: A theoretical analysis". *Afr. J. Bus. Manage.*, 4 (4): 526-533.
- Takim A, Yilmaz E (2010). "Economic policy during Ataturk's era in Turkey (1923 - 1938)". *Afr. J. Bus. Manage.*, 4 (4): 549-554.
- Talamini E, Ferreira GMV (2010). "Merging netchain and social network: Introducing the social netchain' concept as an analytical framework in the agribusiness sector". *Afr. J. Bus. Manage.*, 4(14): 2981-2993.
- Talamini E, Malafaia GC (2010). "Traceability, transparency and assurance (TTA) systems implementation by the Brazilian exporter pork meat chain compared with other countries". *Afr. J. Bus. Manage.*, 4 (5): 651-661.
- Tan BI, Wong CH, Lam CH, Ooi KB, Ng FCY (2010). "Assessing the link between service quality dimensions and knowledge sharing: Student perspective". *Afr. J. Bus. Manage.*, 4 (6):1014-1022.
- Tang YT, Chang CH (2010). "Impact of role ambiguity and role conflict on employee creativity". *Afr. J. Bus. Manage.*, 4 (6): 869-881.
- Tsai CY (2010a). "Applying the theory of planned behavior to explore the independent travelers' behavior". *Afr. J. Bus. Manage.*, 4 (2): 221-234.
- Tsai CY (2010b). "The physical disabilities' travel behaviors". *Afr. J. Bus. Manage.*, 4 (4): 512-525.
- Tsai CY (2010c). "The physical disabilities' travel behaviors". *Afr. J. Bus. Manage.*, 4(10): 2006-2019.
- Tsai CY (2010d). "An analysis of usage intentions for mobile travel guide systems". *Afr. J. Bus. Manage.*, 4(14): 2962-2970
- Tsai CY, Shiue YC (2010). "The study of impacts and cognition for the attitude and intentions towards the Penghu casino industry development". *Afr. J. Bus. Manage.*, 4(1): 111-119.
- Tsao WC, Chang HR (2010). "Exploring the impact of personality traits on online shopping behavior". *Afr. J. Bus. Manage.*, 4(9): 1761-1768.
- Tumer EI, Keskin A, Birinci A (2010). "Analysis of factors affecting land fragmentation in Erzurum Province, Turkey". *Afr. J. Bus. Manage.*, 4(8): 1614-1618.
- Tung GS Lin CY, Wang CY (2010). "The market structure, conduct and performance paradigm re-applied to the international tourist hotel industry". *Afr. J. Bus. Manage.*, 4 (6):1116-1125.
- Tustin DH (2010). "An impact assessment of a prototype financial literacy flagship programme in a rural South African setting". *Afr. J. Bus. Manage.*, 4(9): 1894-1902.
- Ugoh CS, Ukpere IW (2010). "Oil politics and the Niger Delta developmental conundrum". *Afr. J. Bus. Manage.*, 4 (6):1166-1174.
- Ukper WI (2010a). "Rationalism, technological innovations and the supreme mandate in the process of globalisation". *Afr. J. Bus. Manage.*, 4 (4): 467-474.
- Ukper WI (2010b). "Labour exploitation and division of labour: A metaanalysis of divergent ideological perspectives". *Afr. J. Bus. Manage.*, 4(10): 2037-2041.
- Wang C, Rahman HA (2010). "Decoding organizational culture: A study of Malaysian construction firms". *Afr. J. Bus. Manage.*, 4(10): 1985-1989.
- Wang CC, Tsai CY (2010). "Customized interface design of the intelligent PDA for e-learning". *Afr. J. Bus. Manage.*, 4(14): 2941-2951.

- Wang CH, Hsu LC (2010). "The influence of dynamic capability on performance in the high technology industry: The moderating roles of governance and competitive posture". *Afr. J. Bus. Manage.*, 4 (5): 562-577.
- Wang JS (2010). "Investigation on practical training participation intentions of technical and vocational college students through trust perceptions". *Afr. J. Bus. Manage.*, 4(13): 2771-2779.
- Wang ML, Yang FF (2010). "How does CRM create better customer outcomes for small educational institutions?" *Afr. J. Bus. Manage.*, 4(16): 3541-3549.
- Wang S, Tsai CY, Chu YC (2010). "Tourist behavior in Hakka Cultural Parks" *Afr. J. Bus. Manage.*, 4(14): 2952-2961.
- Wazed MA, Ahmed S, Yusoff N (2010). "Impacts of common processes in multistage production system under machine breakdown and quality uncertainties". *Afr. J. Bus. Manage.* 4 (6):979-986.
- WeiBo Z, Kaur S, Jun W (2010). "New development of organizational commitment: A critical review (1960 - 2009)". *Afr. J. Bus. Manage.* 4(1): 011-020.
- Wu GC, Cheng YH, Huang SY (2010). "The study of knowledge transfer and green management performance in green supply chain management". *Afr. J. Bus. Manage.*, 4(1): 044-048.
- Wu HH, Tang YT, Shyu JW (2010). "An integrated approach of Kano's model and Importance-Performance Analysis in identifying key success factors". *Afr. J. Bus. Manage.*, 4(15): 3238-3250.
- Wu MC, Liao YS, Wang YC, (2010). "Are REITs defensive? Evidence from the U.S.". *Afr. J. Bus. Manage.* 4(7): 1386-1389.
- Wu WC, Huan TC (2010). "The effect of purchasing situation and conformity behavior on young students' impulse buying". *Afr. J. Bus. Manage.*, 4(16): 3530-3540.
- Yaacob Z (2010a). "Performance of local authorities: Analysis on two different levels of quality adoption". *Afr. J. Bus. Manage.*, 4(14): 3169-3177.
- Yaacob Z (2010b). "Quality management as an effective strategy of cost savings". *Afr. J. Bus. Manage.*, 4(9): 1844-1855.
- Yamamoto GT, Yilmaz B, Bayramoglu EE, Sekeroglu Ö (2010). "An analysis and a solution for the existence of Turkish Leather industry". *Afr. J. Bus. Manage.*, 4(10): 2032-2036.
- Yang FJ, Lin CW, Chang YN (2010). "The linkage between corporate social performance and corporate financial performance". *Afr. J. Bus. Manage.*, 4 (4): 306-413.
- Yang HW, Yang KF, Yang CH and Chao CY (2010). "An effective way to measure the performance of cooperative strategies with competitors in Taiwan's small business". *Afr. J. Bus. Manage.*, 4(9): 1822-1836.
- Yang KJ, Chen SH (2010). "The comparison and analysis of employee satisfaction improvement in the hot spring and financial industries". *Afr. J. Bus. Manage.*, 4(8): 1619-1628.
- Yang YC, Hsu JM (2010). "Organizational process alignment, culture and innovation". *Afr. J. Bus. Manage.*, 4(11): 2231-2240.
- Yatim MNBM (2010). "Diminishing musharakah: Using a viable kind of equity financing instrument in managing the capital Requirement of business", *Afr. J. Bus. Manage.*, 4(12): 2380-2384
- Yavuz M (2010). "The effects of teachers' perception of organizational justice and culture on organizational commitment". *Afr. J. Bus. Manage.* 4 (5): 695-701.
- Yeh CH, Shen WC (2010). "Using continuous auditing life cycle management to ensure continuous assurance". *Afr. J. Bus. Manage.*, 4(12): 2554-2570.
- Yeh JY, Lin WS, Wang CH, Hsu YC (2010). "What motivates people to search online? Antecedences and comparisons among different buyers". *Afr. J. Bus. Manage.*, 4(10): 2187-219.
- Yeh TM, Lin WT (2010). "The diagnosis and improvement of TQM implementation in semiconductor industries". *Afr. J. Bus. Manage.*, 4 (6):1055-1106.
- Yilmaz AK, Flouris T (2010). "Managing corporate sustainability: Risk management process based perspective". *Afr. J. Bus. Manage.*, 4 (2): 162-171.
- Yilmaz H, Demircan V, Bal T Koskan O (2010). "Students' perceptions of academic and institutional service quality at the Faculty of Agriculture: The case of Suleyman Demirel University, Turkey". *Afr. J. Bus. Manage.*, 4 (6):1107-1115.
- Yu YM, Jiang S (2010). "Corporate life cycle and share repurchases: Evidence from the Taiwan Stock Market". *Afr. J. Bus. Manage.*, 4(14): 3139-3149.
- Yukcu S, Ozkaya H (2010). "Role of cultural sensitivity on creativity of academic expatriates: The moderating effect of culture". *Afr. J. Bus. Manage.*, 4 (5): 764-769.
- Yusoff YM, Ramayah T, Ibrahim H (2010). "E-HRM: A proposed model based on technology acceptance model". *Afr. J. Bus. Manage.*, 4(13): 3039-3045.