

# International Journal of Trade, Economics and Finance

## ***IJTEF***

### Table of Contents

---

---

#### Volume 1 Number 1, June 2010

The Obama Effect: An Exploratory Study on Factors Affecting Brand Recall in Online Games .....1 <i>H.K. Leng, S.L. Quah and F. Zainuddin</i>	1
A relaxation of Trade Restrictions in an Imperfectly Competitive Indian Economy.....6 <i>Ms Rakhi Gupta, Divya Gupta Chowdhry and S. N. P Gupta</i>	6
Cross Cultural Relationship Marketing in the Thai Context: The Japanese Buyer's Perspective .....17 <i>Phallapa Petison</i>	17
Crisis Management at Taman Negara National Park, Kuala Tahan, Pahang, Malaysia.....24 <i>Hayati Mohd Dahan, Noryati Ahmad and Catherine S F Ho</i>	24
Exploring Tourist Experiencescape and Servicescape at Taman Negara (National Park Malaysia) .....28 <i>Carol Teo Boon Chui, Faizah Abdul Rahim, Faridah Hj. Hassan, Rosidah Musa, Jamaliah Md Yusof and Rohiyati Hj Hashim</i>	28
Towards Socially Responsible Consumption: An Evaluation of Religiosity and Money Ethics .....32 <i>Teck-Chai Lau</i>	32
University Student's inclination of Governance and its Effects on Entrepreneurial Intentions: an Empirical Analysis.....36 <i>Imran Ali, Kayhan Tajddini, Kashifur Rehman, Jawaria Fatima Ali and Ishfaq Ahmed</i>	36
Service Quality in Malaysian Public Service: Some Findings.....40 <i>A. G. A. Ilhaamie</i>	40
The Impact of the 2008 World Financial Crisis on Tourism and the Singapore Economy and Policy Responses: A CGE Analysis.....46	46

<i>Xianming Meng, Mahinda Siriwardana, Brian Dollery and Stuart Mounter</i>	
Convention Decision Making Modeling.....	54
<i>Anahita Malek Mohammadi and Badaruddin Mohamed</i>	
Analysis of Calendar Effects: Day-of-the-Week Effect on the Stock Exchange of Thailand (SET) .....	57
<i>Phaisarn Sutheebanjard and Wichian Premchaiswadi</i>	
Saudi Arabia's Inflation Agenda: A Vector Autoregressive Framework.....	63
<i>Dr. Muhammad. I. Gurrib and Dr. Syed. Z. Ahmad</i>	
Explaining the Internationalization Process of Malaysian Service Firms.....	68
<i>Mohammadreza Asgari, Syed Z. Ahmad and Muhammad I. Gurrib</i>	
Expanding Operations in Fast-Food Industry under Uncertain Market Conditions.....	74
<i>Seyhan Sipahi</i>	
Tourism Demand in Malaysia: A Cross-Sectional Pool Time-Series Analysis.....	80
<i>Mohd Hafiz Mohd Hanafiah and Mohd Fauzi Mohd Harun</i>	
Clustering Consumers According to Their Environmental Concerns and Scepticisms.....	84
<i>Tahir Albayrak, Meltem Caber and Şafak Aksoy</i>	
East and Central Europe Stock Exchange Markets in The Ages of Globalization.....	89
<i>Stanislaw Kaszuba</i>	
An Application of the Analytic Hierarchy Process to Determine Benchmarking Criteria for Manufacturing Organisations.....	93
<i>Mohamed S. M. Salem</i>	
Information Technology roles in Accounting Tasks – A Multiple-case Study.....	103
<i>Maria do Céu Gaspar Alves</i>	
TourismKM: a new Web Semantic based approach for E-Tourism.....	108
<i>Romain Picot-Clémente, Christophe Cruz and Pr. Christophe Nicolle</i>	
Study on Openness of Chinese Stock Market:Comparing with Mature Markets.....	114
<i>Yu Zhao, Yu Zhang and Chunjie Qi</i>	
Risk Assessment Model for Assessing NBFCs' (Asset Financing) Customers.....	121
<i>Srinivas Gumparathi SSn</i>	