# 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

H.K. Leng, S.L. Quah and F. Zainuddin

A relaxation of Trade Restrictions in an Imperfectly Competitive Indian Economy

Ms Rakhi Gupta, Divya Gupta Chowdhry and S. N. P Gupta

Cross Cultural Relationship Marketing in the Thai Context: The Japanese Buyer’s Perspective

Phallapa Petison

Crisis Management at Taman Negara National Park, Kuala Tahan, Pahang, Malaysia

Hayati Mohd Dahan, Noryati Ahmad and Catherine S F Ho

Exploring Tourist Experiencescape and Servicescape at Taman Negara (National Park Malaysia)

Carol Teo Boon Chui, Faizah Abdul Rahim, Faridah Hj. Hassan, Rosidah Musa, Jamaliah Md Yusof and Rohiyati Hj Hashim

Towards Socially Responsible Consumption: An Evaluation of Religiosity and Money Ethics

Teck-Chai Lau

University Student’s inclination of Governance and its Effects on Entrepreneurial Intentions: an Empirical Analysis

Imran Ali, Kayhan Tajddini, Kashif ur Rehman, Jawaria Fatima Ali and Ishfaq Ahmed

Service Quality in Malaysian Public Service: Some Findings

A. G. A. Ilhaamie

The Impact of the 2008 World Financial Crisis on Tourism and the Singapore Economy and Policy Responses: A CGE Analysis

---

To access the full papers, please visit the [IJTEF website](https://www.example.com).