# Table of Contents

## Volume 1 Number 4, December 2010

1. Financial Data Representation and Similarity Model .......................... 320  
   Yongwei Ding, Xiaohu Yang, Alexsander J. Kavs and Juefeng Li  

2. Overreact Analysis in the American Stock Market: A Fuzzy C-means Algorithm Approach ................................................................. 325  
   Renato Aparecido Aguiar and Roberto Moura Sales  

3. Credit Risk Assessment and Evaluation System for Industrial Project  .... 331  
   Golam Kabir, Ishrat Jahan, Md. Hassan Chisty and M. Ahsan Akhtar Hasin  

   Anupa Chaudhary and Sumit Prasad  

5. Currency Cross Rate and Triangular Arbitrage in Nigerian Exchange Market ................................. 345  
   Bright O. Osu  

6. Impact of Job Situation on the Motivation of Insurance Companies Officers: A Developmental Perspective ........................................ 349  
   G. Balachandar, Dr. N. Panchanatham and Dr. K. Subramanian  

7. The Concept of Money Laundering in Global Economy ....................... 354  
   Rădulescu Dragoș Lucian  

8. Market Analysis and Growth Prediction for Online Auctions: A Case Study with Restaurant Certificates .............................................. 361  
   James K. Ho  

9. Investigation of Academic and Athletic Motivation on Academic Performance among University Students ........................................... 367  
   Pauline Carolyne Fortes, Gwendolyn Rodrigues and Abdellatif Tchantchane
Testing Semi-Strong Form of Efficient Market Hypothesis in Relation to the Impact of Foreign Institutional Investors’ (FII’s) Investments on Indian Capital Market………………..373
  A Q Khan and Sana Ikram

Decentralization initiatives, Economic and Community Development in Pakistan…………380
  Muhammad Shakil Ahmad and Noraini Bt. Abu Talib

Modeling the Effects of the Global Financial Crisis on the Malaysian Market………………387
  Amir Angabini and Shaista Wasiuzzaman

A Comparative Study of Enterprising Tendency with the help of Select Cases in India…..392
  Hemantkumar P. Bulsara, Shailesh Gandhi and P. D. Porey

Effects of Country Variables on Brand Strength: Moderating by Brand Life Cycle and Cultural Identification…………………………………………………………………………………………………400
  Hsiu-Li Chen