Editorial Board

IJCRB is a peer reviewed Journal and IJCRB Editorial Board consists of Phd doctors from all over the world including USA, UK, South Africa, Canada, European and Asian countries.

Prof. Renee Pistone
Harvard University, Lifetime Fellow - Harvard URI.
706 McCormick Dr Toms River, New Jersey USA
Voice: 732.668.4533

Lord David K
Oxford University, St Catherine's College, Oxford, OX1 3UJ www.stcatz.ox.ac.uk/, www.ox.ac.uk/ Phone: +44 1865 271700 , Fax: +44 1865 271768

Dr. Kenan Peker
Department of Agricultural Economics, University of Selcuk, http://www.selcuk.edu.tr/
University of Selcuk, 42079 Konya, Turkey, Tel: 90-332-231-2877

Dr. A. Sathiayasuman
Senior Lecturer, Dept. of Statistics, University of the Western Cape, South Africa

Dr. Mahdi Salehi
Assistant Professor, Accounting and Management Department, http://www.znu.ac.ir/
Zanjan University, D.N 1 Nagilo Alley, Hidaj City, Zanjan Province, Zanjan, Iran, Tel: 98-9121-425-323

Dr Heryanto
Regional Development Bank of West Sumatra
Jalan Pemuda No. 21 PO Box 111 Padang 25117 West Sumatra Indonesia
Tel: +62-8126771699

Dr. Dave Hinkes
Assistant Professor of Management & Marketing
Sam Walton Fellow, Lincoln Memorial University, Harrogate, TN, UK
Tel 423.869.6441

Dr. Francis A. Ikeokwu
Sr., Ph.D., MAC, MBA, CFC
Adjunct Professor, American Intercontinental University, http://www.aiuniv.edu/

Dr Charles C. Dull
Sr. MBA, Ph.D.
American Intercontinental University, http://www.aiuniv.edu/
Dr Cara Peters
Assistant professor of marketing, Winthrop University, Rock Hill, South Carolina.
PhD in business administration, University of Nebraska
Peer-reviewer of the Journal of Consumer Psychology; Consumption, Markets, and Culture; and Journal of Academy of Marketing Science.

Dr Mahmoud M. Haddad
PhD in Finance
214 Business Administration Building
University of Tennessee-Martin, Martin, TN 38238 Tel No +1731-881-7249

Dr G.A. Abu
Department of Agricultural Economics, College of Agricultural Economics, Extension and Management Technology, University of Agriculture, P.M.B.2373, Makurdi, Benue State, Nigeria. Phone: +234-803-607-4434; fax: +234-44-534040

Dr. Rashid Rehman
Associate Professor, College of Business Studies
Al Ghurair University, Dubai, UAE.

Dr Pu Xujin
Business School, Jiangnan University, Jiangsu Wuxi, P.R.China, 214122
Tel: (86510) 85913617, FAX: (86510) 62753617, Mobile: (86) 13616193600

Dr. E. B. J. Iheriohanma
Ph. D. Sociology
Directorate of General Studies, Federal University of Technology, Owerri Imo State Nigeria.
Tel +2348037025980.

Dr Etim Frank
Department of Political Science-University of Uyo-Akwa Ibom State-Nigeria
Phd (Political Science/Public Administration) University of Calabar

SL Choi
University Teknologi Malaysia
School of Business Management Southern College Malaysia

Dr Shahram Gilaninia
Ph.D in Industrial Management (Production)
Islamic Azad University-Science and Research Branch of Tehran
Associate Professor 14 Department of Industrial Management Azad University - Rasht
Phone:+989113356977

Dr. Nek Kamal Yeop Yunus
Senior Lecturer, Department of Business Management
Faculty of Business & Economics, Universiti Pendidikan Sultan Idris, Tanjong Malim, Malaysia.
Dr. S. I. Malik
PhD Bio Chemistry & Molecular Biology (National University of Athens)
NHEERL. Environmental carcinogene division
RTP Complex NC 27713, US Environmental protection Agency , 919-541-3282

Dr. Bhagaban Das
Reader, Department of Business Management Vyasa Vihar, Balasore-756019 Oriss:

T. Ramayah  http://www.ramayah.com
Associate Professor, School of Management, University Sains Malaysia,
Tel 604-653 3888

Dr. Wan Khairuzzaman bin Wan Ismail
Assoc. Professor, International Business School, UTM International Campus
Jalan Semarak 54100 Kuala Lumpur, MALAYSIA

Zainudin Hj Awang
Faculty of Information Technology and Quantitative Sciences, MARA Universiti Technology MARA Kelantan 18500, Malaysia ,Tel: 60-9-9762-302

Ravi Kiran
Associate Professor, School Of Management & Social Sciences, Thapar University

Dr.Suguna Pathy
Head, Department of Sociology, VNSG University, Surat

Birasnav M
Assistant professor, Park Global School of Business Excellence, Kaniyur, Coimbatore

Mohammad Reza Noruzi
Faculty of Management and Economics, Tarbiat Modarres University, Tehran, Iran

Dr. C.N. Ojogwu
Phd Education Management - University of Benin, Benin City, Edo state, Nigeria. Senior lecturer - University of Benin.

Dr. Nik Maheran Nik Muhammad
General Conference Co-Chair, GBSC 2009, www.nikmaheran.com

Dr. A. Abareshi
Lecturer, School of Business IT and Logistics
RMIT University, Melbourne, Australia Office: +61 3 99255918

Dr Ganesh Narasimhan
Lecturer, Management Sciences, Sathyabama University
Board of Advisor - AN IIM Alumina Initiative & International Journal Economics, Management, & Financial Markets Denbridge press, New York, USA
IJCRB is Indexed in

Directory of Open Access Journals

IJCRB is Listed in

Worlds Largest Research Directory

IJCRB is Indexed in

Worlds Prestigious Research

Inclusion/Indesing in

Worlds Premium Database

Indexed/Abstracted in

Includes High Impact Factor Journals

Listed in

Largest Journals Directory

IJCRB is Included in GOOGLE SCHOLAR

UK CHAPTER:  CANTERBURY, KENT, UNITED KINGDOM
SOUTH AFRICA CHAPTER:  WESTERN CAPE, PRIVATE BAG X17, BELLVILLE 7535, SOUTH AFRICA

COPY RIGHT © 2014 Institute of Interdisciplinary Business Research
## Contents

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE AND PERCEIVED QUALITY ON BRAND LOYALTY: A CASE STUDY OF OPPO BRAND IN THAILAND.</td>
<td>10</td>
</tr>
<tr>
<td>ZHANG JING</td>
<td></td>
</tr>
<tr>
<td>CHATCHAI PITSAPHL</td>
<td></td>
</tr>
<tr>
<td>RIZWAN SHABBIR</td>
<td></td>
</tr>
<tr>
<td>(Click Here or on Title of paper for Full paper view)</td>
<td></td>
</tr>
<tr>
<td>VOLUNTARY WORK FROM THE PERSPECTIVE OF ISLAMIC ECONOMICS (A FIELD STUDY)</td>
<td>22</td>
</tr>
<tr>
<td>MOHAMMED AL-MOMANI</td>
<td></td>
</tr>
<tr>
<td>(Click Here or on Title of paper for Full paper view)</td>
<td></td>
</tr>
<tr>
<td>THE EMPIRICAL STUDY OF FACTORS AFFECTING COMPETITIVENESS OF LARGE AND MEDIUM CITIES IN CHINA</td>
<td>48</td>
</tr>
<tr>
<td>CHUN CHEN</td>
<td></td>
</tr>
<tr>
<td>(Click Here or on Title of paper for Full paper view)</td>
<td></td>
</tr>
<tr>
<td>THE RELATIONSHIP BETWEEN TEAM WORKING AND ORGANIZATIONAL COMMITMENT IN GHAHEMIN BANK IN KURDISTAN AND KERMANSHAH PROVINCE</td>
<td>55</td>
</tr>
<tr>
<td>FREYEDON AHMADI</td>
<td></td>
</tr>
<tr>
<td>SHARMIN ZAHERI</td>
<td></td>
</tr>
<tr>
<td>(Click Here or on Title of paper for Full paper view)</td>
<td></td>
</tr>
<tr>
<td>SURVEY EFFECTS OF RELATIONSHIP MARKETING TACTICS ON SHOPPING BEHAVIOR IN STORES KURDISTAN PROVINCE</td>
<td>63</td>
</tr>
<tr>
<td>SABAH YAGHOBI</td>
<td></td>
</tr>
<tr>
<td>FREYEDON AHMADI</td>
<td></td>
</tr>
<tr>
<td>ABDOLNASER SHOJAEED</td>
<td></td>
</tr>
<tr>
<td>(Click Here or on Title of paper for Full paper view)</td>
<td></td>
</tr>
<tr>
<td>STUDY THE ROLE OF KNOWLEDGE MANAGEMENT IN STAFF’S EMPOWERMENT (CASE STUDY: REFAH BANK’S BRANCHES OF WEST AZERBAIJAN PROVINCE IN IRAN</td>
<td>75</td>
</tr>
<tr>
<td>FREYEDON AHMADI</td>
<td></td>
</tr>
<tr>
<td>ANVAR HOSEINIPOUR</td>
<td></td>
</tr>
<tr>
<td>MASOUD GHAHRAMANI</td>
<td></td>
</tr>
<tr>
<td>(Click Here or on Title of paper for Full paper view)</td>
<td></td>
</tr>
<tr>
<td>SURVEY RELATIONSHIP BETWEEN THE EMOTIONS OF CONSUMPTION AND CUSTOMER SATISFACTION OF FOOD PRODUCTS IN KURDISTAN PROVINCE</td>
<td>88</td>
</tr>
<tr>
<td>NARGES ALI RAMAEEN</td>
<td></td>
</tr>
<tr>
<td>FREYEDON AHMADI</td>
<td></td>
</tr>
<tr>
<td>HIVA FAROGHI</td>
<td></td>
</tr>
<tr>
<td>(Click Here or on Title of paper for Full paper view)</td>
<td></td>
</tr>
<tr>
<td>THE STUDY OF CURRENT SITUATION OF INTELLECTUAL CAPITAL AND COMPARISON WITH THE DESIRABLE SITUATION</td>
<td>101</td>
</tr>
<tr>
<td>SEYD ALI REZA HOSEYNI POR ARDAKANI</td>
<td></td>
</tr>
<tr>
<td>DR. HOSEYN ESLAMI</td>
<td></td>
</tr>
<tr>
<td>DR. SYED YAHYA ABTAHI</td>
<td></td>
</tr>
<tr>
<td>(Click Here or on Title of paper for Full paper view)</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>THE SURVEY OF STRUCUTRAL CAPITAL AND COMPARISON WITH THE DESIRABLE SITUATION IN SUPREME AUDIT COURT SEYD ALI REZA HOSEYNI POR ARDAKANI, DR. HOSEYN ESLAMI, DR. SYED YAHYA ABTAHI</td>
<td>111</td>
</tr>
<tr>
<td>THE ROLE OF ENVIRONMENT EDUCATION IN PROMOTING ENVIRONMENTAL AWARENESS OF RURAL DISTRICTS' GOVERNORS IN VILLAGES OF HAMEDAN AMIN SHAHRAH, MARYAM LARIJANI, SEYED MOHAMMAD SHOBEIRI</td>
<td>120</td>
</tr>
<tr>
<td>THE MEANING OF COOPERATIVE EDUCATION FULFILL PARTICIPANT ROLE AS A MEMBER DR. SUTRISNO, M.M</td>
<td>131</td>
</tr>
<tr>
<td>A GENDER BASED STUDY OF LEARNERS' ATTITUDE TOWARDS CULTURE IN ENGLISH LANGUAGE TEACHING CLASS SYED KAZIM SHAH, AMARA MALIK, DR. ALEEM SHAKIR DR. RASHID MAHMOOD</td>
<td>148</td>
</tr>
<tr>
<td>DESIGNING AND IMPLEMENTING ACTIVITY-BASED COSTING SYSTEM IN DENA TIRE MANUFACTURING COMPANY ZAHRA ZAREE, HASHEM VALIPOUR, ZABIHALLAH KHANI MASOUM ABADI</td>
<td>175</td>
</tr>
<tr>
<td>DIGITAL MEDIA ETHICS AND THE ROLE OF MEDIA A CASE STUDY OF PAKISTAN MUHAMMAD NASIR</td>
<td>188</td>
</tr>
<tr>
<td>LIQUIDITY RISK MANAGEMENT IN ISLAMIC BANKS: A STUDY OF ISLAMIC BANKS OF PAKISTAN DR. MUHAMMAD RAMZAN, MUHAMMAD IMRAN ZAFAR</td>
<td>199</td>
</tr>
<tr>
<td>THE INVESTIGATION OF THE AFFECTING VARIABLES IN THE STUDENT SATISFACTION WITH ELECTRONIC EXAMS ROYA HEJAZINIA, NAGESS SAFAR &amp; HAMED ARMESH</td>
<td>216</td>
</tr>
<tr>
<td>PRIORITIZING FACTORS INFLUENCING CUSTOMER CHURN ROYA HEJAZINIA, MAHDI KAZEMI</td>
<td>227</td>
</tr>
<tr>
<td>TO FORGIVE OR NOT TO FORGIVE: RELATIONSHIPS AMONG JUSTICE, REVENGE, AVOIDANCE, BENEVOLENCE AND CITIZENSHIP BEHAVIOR MONICA LAW</td>
<td>237</td>
</tr>
<tr>
<td>INFLUENCE OF PHILOSOPHICAL VIEWS OF CONTEMPORARY PHYSICISTS ON MANAGEMENT THEORIES MORAD KORDI, MOBIN SADEGHI</td>
<td>263</td>
</tr>
</tbody>
</table>
DETERMINANTS OF ACCEPTANCE AND USE OF HUMAN RESOURCES INFORMATION SYSTEM (HRIS) APPLICATION
TEUKU NOERMAN, ENDANG SITI ASTUTI, KUSDI RAHARJO, HAMIDAH NAYATI UTAMI
(CLICK HERE OR ON TITLE OF PAPER FOR FULL PAPER VIEW)

CUSTOMER STORE LOYALTY IN THE CONTEXT OF CUSTOMER PERCEIVED VALUE IN SAUDI ARABIA
ABDUL RAHIM, ABU BAKAR
(CLICK HERE OR ON TITLE OF PAPER FOR FULL PAPER VIEW)

TRUST OF E-BANKING SERVICES: EVIDENCE FROM GREECE
MARINA EFREMIDOUA, ATHANASSIOS MIHIOITISB AND GIANNIS T. TSOUFLASC
(CLICK HERE OR ON TITLE OF PAPER FOR FULL PAPER VIEW)

Note: To view Full paper (Click on title of paper), if click button don’t work/appear then please press (Ctrl) Button on key board and then click.