Contents

Volume 3, Number 1, March 2015

The Mediator Role of FDI in North Africa: Case of Egypt ................................................................. 1
   Osama M. Badr and Tahar L. Ayed

External Debts and Exchange Rates of Oil-Producing and Non-Oil-Producing Nations: Evidence from Nigeria and Pakistan ................................................................. 8
   Muhammad Umar Draz and Fayyaz Ahmad

Customer Behavior in Banking Industry: Comparison of Data Mining Techniques .................................. 13
   Mohammad Ali Afshar Kazemi, Negar Estemdad, and Alireza Poorebrahimi

Syariah Monetary Fund: An Alternative Way to Reach MDGs in Developing Countries ......................... 17
   Nurindra Rusmana and Ramadoni Wahyu

A Framework of Best Practices in Managing Business Reengineering for Islamic ................................. 22
   Razalli M. R., Ringim K. J., Hasnan N., and Hassan M. G

Performance Measurement–An DEA-AHP Based Approach ................................................................. 26
   Biswaranjita Mahapatra, Kampan Mukherjee, and Chandan Bhar

Is ‘Societal Expenditure’ an Alternative Route to Business Success? An Empirical Study ..................... 31
   Kaushik Mandal and Sujata Banerjee

Understanding the Influence of Brand Personality on Consumer Behavior ........................................... 38
   Anees Ahmad and K. S. Thyagaraj

Antecedents and Consequences of Union Participation: A Review ..................................................... 44
   Singh Tripti and Chawla Ginni

A Review of Privacy Protection in E-commerce ..................................................................................... 50
   Li Chen and Hong-wei Liu

Research Management in Public Research Institutions: Reducing Scientists’ Administrative Effort by Using a New Service Model–A Case Study ................................................................. 54
   Kristin Huebner, Sandra Detzer, Anja Mann, and Christin Knacke

Necessity of Changing Modes of the Traditional Hospital Governance ................................................. 60
   Tahar L. Ayed, Rim H. Hajlaoui, Amira H. Ayed, and Osama M. Badr

Archeological Tourism and Community Participation: A Study on National Monument Engenho São Jorge dos Erasmos Ruins ......................................................................................................................... 67
   Madalena P. Aulicino, Beatriz H. Barbosa, and Patricia A. Coutanceau

Knowledge Sharing and Management via Online Social Networks: A Prototype for Older People in Thailand........ 74
   Nattavee Utakrit and Nittaya Utakrit