CONTENTS

A Fuzzy EOQ Model with Immediate Return for Imperfective Items 361
Wen-Kai K. Hsu

Exploring the Relationships among Service Quality, Customer Loyalty and Word-Of-Mouth for Private Higher Education in Taiwan 375
Shao-Chang Li

Do Happier Customers Generate More Profits? An Analysis of Customer Contribution in a Bank 391
Ya-Ling Wu, Shari S.C. Shang

The Influence of Macroeconomic Factors and Banking Fragility on Offshore Banking Unit (OBU) 407
Chen Jo-Hui, Wang Yu-Fen, Ko Chia-Che, Diaz John Francis

Empirical Factors of Cross-Cultural Students' Aberrant Behavior in E-Consumer Ethics 427
Long Chuan Lu, Pin Lan Chen, Tsai Feng Liu

Emotional Intelligence and Leadership Styles in China 441
Cheok San Lam, Eleanor O'Higgins

APPENDIX CHINESE ABSTRACTS