

# The Josai Journal of Business Administration

Vols. **11 & 12** No. 1 March 2015

*Division of Business Administration  
School of Graduate Studies  
Josai University*

**The Josai Journal of Business Administration**  
**Volumes 11 & 12, Number 1, March 2015**

**ARTICLES**

- Technology Transfer toward Upper Stream of Supply Chain  
Aiming to Construct a Homogeneous Management System** 1  
Toshitake Kohmura, Kazunobu Fukushima, Taku Oshima,  
Shikato Kamimura and Lingrong Zhang
- Innovation or Imitation? The Impact of Organizational Culture  
on Market Entry Strategies** 7  
Zhang Xu and Chen Qianqian
- Competitiveness and Management of Technology** 21  
Cheng Ming Yu
- Optimized Schedule Allocation of Regular and Irregular Employees  
to Deal with Demand Quantity Fluctuation** 29  
Toshitake Kohmura and Meilong Le
- The adoption of e-banking among rural SME operators in Malaysia:  
An integration of TAM and TPB** 39  
Chong Yee Lee, Seow Ai Na and Lee Eng Heng

**The Josai Journal of Business Administration**  
**Volumes 11 & 12, Number 1 – March 25, 2015**  
ISSN 1349-2012

A Publication of Josai University

***Publisher:*** Yasunori Morimoto, *President of Josai University*

***Editorial Staff***

***Editor-in-Chief:*** Kazunobu Fukushima, *Professor, Josai University*

***Editor:*** Masato Ono, *Professor, Josai University*

***Assistant:*** Masakazu Yanagishita, *Associate Professor, Josai University*  
Erik Schaubach, *Assistant Professor, Josai University*

***Printer:*** Gaitame Printing Co., Ltd.

Copyright © 2015 Josai University  
All Rights Reserved

