# Editorial Preface

Casual Models of Contingency and Risk in Finance and Manufacturing  
*Kenneth David Strang, State University of New York, New York City, NY, USA & APPC Research Australia, Australia*

# Research Articles

1. **Measuring the Financial Value of Marketing Strategy with Excess Stock Market Return**  
*Vicki Lane, University of Colorado, Denver, CO, USA*

17. **Supply Risk Management Process: Modeling Enablers to Develop a Structural Framework**  
*Kunal K. Ganguly, Indian Institute of Management, Kashipur, India  
Prabir Bandyopadhyay, Goa Institute of Management, Goa, India*

32. **Impact of Bank Operational Efficiency Using a Three-Stage DEA Model**  
*Mu-Shun Wang, Kainan University, Luzhu, Taiwan  
Chihuang Lin, Kainan University, Luzhu, Taiwan*

51. **Applying Enterprise Risk Management on a Fiber Board Manufacturing Industrial Case**  
*Syed Aftab Hayat, Maryville University, St. Louis, MO, USA*

# Book Review

67. **Risk Management Challenge and Opportunity**  
*Shahsuzan Zakaria, Victoria University, Melbourne, Australia  
Sardar M. N. Islam, Victoria University, Melbourne, Australia*

---

**Copyright**  
The *International Journal of Risk and Contingency Management* (IJRCM) (ISSN 2160-9624; eISSN 2160-9632), Copyright © 2014 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.