Table of Contents

Research Articles

1 Perceived Barriers for Employment in Tourism Industry among Rural Communities
Shamila Rasanjani Wijesundara, Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka
Ruwana Ranasinghe, Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka

16 Adaptability of Backcasting for Sustainable Development: A Case Study from Nepal
Eva Wieners, University of Hamburg, Hamburg, Germany
Martina Neuburger, University of Hamburg, Hamburg, Germany
Udo Schickhoff, University of Hamburg, Hamburg, Germany

28 Building and Maintenance of Social Capital in Rural Farming Community of the Western Hills of Nepal
Ram Krishna Shrestha, School of Agriculture and Food Sciences, University of Queensland, Gatton, Australia
Donald Charles Cameron, School of Agriculture and Food Sciences, University of Queensland, Gatton, Australia
Jeff Coutts, Coutts J&R, Toowoomba, Australia
Jim Cavaye, School of Agriculture and Food Sciences, University of Queensland, Gatton, Australia

42 Green Marketing Mix: A Review of Literature and Direction for Future Research
Prashant Kumar, National Institute of Industrial Engineering (NITIE), Mumbai, India
Bhimrao Ghodeswar, National Institute of Industrial Engineering (NITIE), Mumbai, India

Copyright
The International Journal of Asian Business and Information Management (IJABIM) (ISSN 1947-9638; eISSN 1947-9646), Copyright © 2015 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.