Table of Contents

International Journal of Applied Industrial Engineering

Volume 4 • Issue 2 • July-December-2017 • ISSN: 2155-4153 • eISSN: 2155-4161
An official publication of the Information Resources Management Association

Research Articles

1 A Knowledge Extraction and Design Support System for Supporting Industrial and Product Design
   W. B. Lee, Knowledge Management and Innovation Research Centre, Department of Industrial and Systems Engineering, The Hong Kong Polytechnic University, Hong Kong, China
   W. M. Wang, Knowledge Management and Innovation Research Centre, Department of Industrial and Systems Engineering, The Hong Kong Polytechnic University, Hong Kong, China
   C. F. Cheung, Knowledge Management and Innovation Research Centre, Department of Industrial and Systems Engineering, The Hong Kong Polytechnic University, Hong Kong, China
   Z. H. Wu, Guangdong Machinery Research Institute, Guangdong, China

19 An Empirical Study to Evaluate the Impact of Demographic Variables to Complaint Behavior of Customers in a Dine-In Restaurant Industry: A Case of Graduate Students
   Tiffany Adelaine Gan Tan, School of Management, University of the Philippines, Cebu, Philippines

33 Maximizing Clicks in Email Marketing Campaigns for a Retail Company
   Patrick Mackintosh, United States Air Force Academy, Colorado Springs, CO, USA
   Luke Brantley, United States Air Force Academy, Colorado Springs, CO, USA
   Alexander Hansen, United States Air Force Academy, Colorado Springs, CO, USA
   Jacob Lindell, United States Air Force Academy, Colorado Springs, CO, USA
   Jesse Pietz, United States Air Force Academy, Colorado Springs, CO, USA
   Joseph Wilck, United States Air Force Academy, Colorado Springs, CO, USA
   Taylor Leonard, United States Air Force Academy, Colorado Springs, CO, USA
   Gerardo O Gonzalez, United States Air Force Academy, Colorado Springs, CO, USA

47 A Model of Trust and Collaboration in a Fresh Vegetable Supply Chain in Central Philippines
   Ernesto Go Yap, Business Management Cluster, University of the Philippines Cebu, Cebu, Philippines

COPYRIGHT

The International Journal of Applied Industrial Engineering (IJAIE) (ISSN 2155-4153; eISSN 2155-4161), Copyright © 2017 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.

The International Journal of Applied Industrial Engineering is indexed or listed in the following: Bacon’s Media Directory; Cabell’s Directories; Google Scholar; INSPEC; JournalTOCs; MediaFinder; ProQuest Engineering Journals; ProQuest Illustrata: Technology; ProQuest SciTech Journals; ProQuest Technology Journals; The Standard Periodical Directory; Ulrich’s Periodicals Directory