

# INTERNATIONAL JOURNAL OF ASIAN BUSINESS AND INFORMATION MANAGEMENT

July-September 2013, Vol. 4, No. 3

## Table of Contents

### SPECIAL ISSUE ON INTERNATIONAL CONFERENCE ON MARKETING: CHALLENGING ENVIRONMENT 2013 (ICOM 2013)

Guest Editor: *Isanka Gamage, Leap Business Management, Colombo, Sri Lanka*

### RESEARCH ARTICLES

- 1 **Total Quality Management in Tourism Companies: A Field Study of the Views of a Sample of Top Management in First-Class Hotels in Riyadh**  
*Alaa Hussein Ali Alsrabi, Department of Tourism and Hotel Management, College of Tourism and Archaeology, King Saud University, Riyadh, Saudi Arabia*
- 16 **Innovative Retailing: Uplifting the Lives of Basic Ecclesial Community in Camarines Sur, Philippines**  
*Anne Marie F. Bagadion, Department of Allied Business Courses, College of Business and Accountancy, Ateneo de Naga University, Naga City, Philippines*
- 27 **Responsibility In-Focus: Deconstructing "Corporate Social Responsibility" Concept**  
*Sabyasachi Dasgupta, Mudra Institute of Communications Ahmedabad (MICA), Ahmedabad, Gujarat, India*
- 38 **Broadening the Scope of Ethical Consumer Behaviour: A Study on Five Precepts of Buddhism**  
*J. W. Dushan Chaminda, Department of Marketing, University of Sri Jayewardenepura, Nugegoda, Sri Lanka*  
*Nilanathi Ratnayake, Hull University Business School, University of Hull, Hull, UK*
- 51 **Postgraduate Students' Perceived E-Learning Acceptance: Model Validation**  
*M. R. K. N. Yatigammana, Management & Science University, Shah Alam, Selangor, Malaysia & Department of Commerce & Financial Management, University of Kelaniya, Kelaniya, Sri Lanka*  
*Md. Gappar Md. Johar, Management & Science University, Shah Alam, Selangor, Malaysia*  
*Chandra Gunawardhana, Department of Distance Education, Open University of Sri Lanka, Nugegoda, Sri Lanka*
- 61 **Attracting International Postgraduate Students: The Pulling Factors**  
*Othman Che Pu, Department of Civil Engineering/University Marketing Unit, Universiti Teknologi Malaysia, Skudai, Johor, Malaysia*  
*M. Al-Muz-Zammil Ya, Department of Education, Universiti Teknologi Malaysia, Skudai, Johor, Malaysia*  
*Ahmad Kamal Id, University Marketing Unit, Universiti Teknologi Malaysia, Skudai, Johor, Malaysia*  
*Mohd Sofian Mohd Am, Centre for Information and Communication Technology, Universiti Teknologi Malaysia, Skudai, Johor, Malaysia*

### Copyright

The **International Journal of Asian Business and Information Management (IJABIM)** (ISSN 1947-9638; eISSN 1947-9646), Copyright © 2013 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 Asian Business and Information Management* is currently listed or indexed in: Bacon's Media Directory; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory