

# Table of Contents

## International Journal of Service Science, Management, Engineering, and Technology

Volume 7 • Issue 4 • October-December-2016 • ISSN: 1947-959X • eISSN: 1947-9603

*An official publication of the Information Resources Management Association*

### Research Articles

- 1 An Empirical Study to Evaluation of Customer Acquisition Processes on Customer Satisfaction**  
Samer Alhawari, The World Islamic Sciences and Education University, Amman, Jordan  
Haroun Alryalat, Ajman University of Science and Technology, Ajman, United Arab Emirates  
Hana Hunaiti, The World Islamic Sciences and Education University, Amman, Jordan
- 21 Analysis of Grievances in the Banking Sector through Big Data**  
Arushi Jain, Ambedkar Institute of Advanced Communication Technology and Research, New Delhi, India  
Vishal Bhatnagar, Ambedkar Institute of Advanced Communication Technologies and Research, New Delhi, India
- 37 Post PhD Adjustments and Internationalization of Higher Education in China - A Study based on International PhD Students in China: PhDs Enrollment and Its Aftermath**  
Ghulam Nabi, University of Science and Technology of China, Hefei, China  
Song Wei, School of Public Affairs, University of Science and Technology of China, Hefei, China  
Ghulam Ghous, University of Management Science and IT, Kotli, Pakistan  
Nadia Sheikh, Informatics Complex (ICCC), Islamabad, Pakistan
- 48 Benefits from Using Bitcoin: Empirical Evidence from a European Country**  
Rainer Schmidt, Munich University of Applied Sciences, Munich, Germany  
Michael Möhring, Munich University of Applied Sciences, Munich, Germany  
Daniel Glück, Aalen University of Applied Sciences, Aalen, Germany  
Ralf Haerting, Aalen University of Applied Sciences, Aalen, Germany  
Barbara Keller, Aalen University of Applied Sciences, Aalen, Germany  
Christopher Reichstein, Aalen University of Applied Sciences, Aalen, Germany
- 63 Value Facilitation as Antecedent of Service Provider Profitability**  
Alexander Bogislav Herzfeldt, Technische Universität München, Garching bei München, Germany  
Eugenia Rastorguev, Technische Universität München, Garching bei München, Germany  
Christoph Ertl, Technische Universität München, Garching bei München, Germany  
Helmut Kremer, Technische Universität München, Garching bei München, Germany

### COPYRIGHT

The **International Journal of Service Science, Management, Engineering, and Technology (IJSSMET)** (ISSN 1947-959X; eISSN 1947-9603), Copyright © 2016 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 Service Science, Management, Engineering, and Technology* is indexed or listed in the following: Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; Library & Information Science Abstracts (LISA); MediaFinder; The Standard Periodical Directory; Ulrich's Periodicals Directory