Table of Contents

International Journal of Applied Management Sciences and Engineering

Volume 5 • Issue 1 • January-June-2018 • ISSN: 2327-7483 • eISSN: 2327-7491

An official publication of the Information Resources Management Association

Research Articles

1 Complementary and Integrative Health Analysis of a Non-Profit Military Veteran Clinic

Dalton Hayes, U.S. Air Force, CO, USA
Abbey Clare Wolters, U.S. Air Force, OK, USA
Matt Burzenski, U.S. Air Force, MD, USA
Bakytzhan Y Kalybekov, U.S. Air Force Academy, Karaganda, Kazakhstan
Drew Ives, U.S. Air Force Academy, CO, USA
Joseph Wilck, College of William and Mary, Williamsburg, VA, USA
Jesse Pietz, U.S. Air Force Academy, CO, USA
Gerry Gonzalez, U.S. Air Force Academy, CO, USA

11 E-marketing for SMEs

Neeta Baporikar, Namibia University of Science and Technology, Windhoek, Namibia and University of Pune, Pune, India Rosalia Fotolela, Namibia University of Science and Technology, Windhoek, Namibia

29 Modelling of Critical Factors for Improving Logistics Performance of India Using Interpretive Structural Modelling

Amrita Jhawar, Delhi Technological University, New Delhi, India S. K. Garg, Delhi Technological University, New Delhi, India

52 Investigating Competitive Advantage in Banking Industry Based on Porter's Generic Strategies: IRANs Newly-Established Private Banks

Mohammad Abdolshah, Department of Engineering, Semnan Branch, Islamic Azad University, Semnan, Iran Mostafa Moghimi, Industrial Engineering Department, Semnan University, Semnan, Iran Seyed Amirmohammad Khatibi, Faculty of Administrative Sciences and Economics, Isfahan University, Isfahan, Iran

COPYRIGHT

The International Journal of Applied Management Sciences and Engineering (IJAMSE) (ISSN 2327-7483; eISSN 2327-7491), Copyright © 2018 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 Management Sciences and Engineering is indexed or listed in the following: Cabell's Directories; Google Scholar; INSPEC; Ulrich's Periodicals Directory