Table of Contents

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

Volume 9 • Issue 3 • July-September-2018 • ISSN: 1947-959X • eISSN: 1947-9603 An official publication of the Information Resources Management Association

Research Articles

1 Contribution of New Technologies in the Relationship Between the Governance and the Social Responsibility at the Moroccan University

Youmna El Hissi, Computer, Network, Mobility and Modeling Laboratory, Casablanca, Morocco Zakaria Benjouid, Laboratory for Research in Economics and Public Action (LAREAP) FSJES, Hassan 1st University, Settat, Morocco Abdelkrim Haqiq, Hassan 1st University, Faculty of Sciences and Technology, Settat, Morocco

Leila Loukili Idrissi, Laboratory of Research in Sciences and Technology of Health, Casablanca, Morocco

14 Cognitive Biases, Risk Perception, and Individual's Decision to Start a New Venture Salma Zaiane, Faculty of Economics and Management Sciences of Tunis, Tunis, Tunisia Fatma Ben Moussa, Faculty of Economics and Management Sciences of Tunis, Tunis, Tunisia

30 The Bank's Regional Director's Emotional Bias and the Bank's Performance

Yasmine Souissi, Faculty of Economic Science and Management, Sfax, Tunisia Mohamed Ali Azouzi, Faculty of Management, Mahdia, Tunisia Anis Jarboui, Higher Institute of Business Administration, Sfax, Tunisia

48 Cooperation in Incremental Innovation Activities: An Empirical Analysis of Moroccan Firms Rachid Sadgui, Department of Economics, Moulay Ismail University, Meknes, Morocco Mohamed Benchekara, Department of Economics, Moulay Ismail University, Meknes, Morocco

62 An Integrated QFD-TOPSIS Approach for Supplier Selection Under Fuzzy Environment: A Case of Detergent Manufacturing Industry

Bentolhoda Rahpeyma, Department of Industrial Engineering, Shiraz Branch, Islamic Azad University, Shiraz, Iran Mahnaz Zarei, Department of Industrial Engineering, Shiraz Branch, Islamic Azad University, Shiraz, Iran

82 Risks Related to Lean Six Sigma Deployment and Sustainment Risks: How Project Management Can Help Brian J. Galli, Long Island University, Brookville, USA

106 The AHP Method for the Evaluation and Selection of Complementary Products

Chaimae Lamaakchaoui, University Abdelmalek Essaadi, Tangier, Morocco Abdellah Azmani, University Abdelmalek Essaadi, Tangier, Morocco Mustapha El Jarroudi, University Abdelmalek Essaadi, Tangier, Morocco

COPYRIGHT

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