

Journal of Economics, Business and Management

CONTENTS

Volume 7, Number 4, November 2019

- Driving and Deterrent Factors Affecting Organic Food Consumption in Vietnam137
Loan H. Tran, Barbara Freytag-Leyer, Angelika Ploeger, and Thomas Krikser
- The Impact of Market Fluctuations on Financial Bond Liquidity143
Tianyi He
- Customer Satisfaction of the Co-branded Food Products on Croatian Market152
Berislav Andrljic, Anton Devcic, and Mario Hak
- Does Taxation at the Unit of Household Increase the Demand for Risky Asset?157
Yulin Liu and Min Zhang
- Possibility of Virtual Reality in Actuality Formation in Customer Experience: Case Study on the Invisible World Heritage the Mietsu Navy Remnant Site164
Hiroshi Koga and Sachiko Yanagihara
- Research on Whether or Not the Opposite-Sex Endorsement of Intimate Products Affects the Advertising Effectiveness170
Yu-Chung Hsiao and Xin-Ling Li
- Online Cross-Border E-commerce Consumer Behavior: A Case Study of Sino-US Trade Conflicts174
Li-Chun Liu, Wen-Bin Luo, Jian-Cheng Lin, and Yu-Chin Huang
- Exploration and Research on the Construction and Implementation of Financial Sharing Center182
Li-Hua Xia and Yang Zeyu