

IJBS CONTENTS

The Efficiency of Banking System in Nicaragua: Data Envelopment Analysis's Perspective

Hsien-Kuang Fang & Xochilt Scarleth Artola Cerna..... 1

Experience Marketing of Leisure Tourism and Binary Logistic Analysis : Evidence Evaluation in Taiwan

Hui-Fun Yu and Li-Heng Liang.....19

The Means-End Chain Model of Affordable Luxury Restaurant Consumption Decision

Jun-Ren Wang & Chen-Kwan Wu.....45

An Empirical Study on Evaluating the Impacts of Diversification Configuration to Performance and Risk via Investment in China

Yuang-Shiang Chao67

The Operational Performance of Banks after Global Economic Recession in Taiwan

Yi-Chen Li & Sainargal Batbaatar.....95