TABLE OF CONTENTS

1.	Promoting Research Productivity at Cambodian Higher Education Institution from a Leadership Perspective: The Case Study of ACLEDA Institute of Business <i>By Sokha Norng, Chanphirun Sam.</i>	1-17
2.	Impact of Training and Development on Employee Performance through Job Satisfaction: A Case Study at ACLEDA Bank Plc. By Chanthorn Thabm, Rattanak Rath, Phirum Norng	18-33
3.	Equity Valuation in Practice: What shall be the share price of ACLEDA Bank Plc. (ABC)? <i>By Pisith Hok, Sokha Norng, Meardey Phlek, Sokhom Ma, Muoyseam Chang</i>	34-46
4.	Adoption of Unified Theory of Acceptance and Use of Technology (UTAUT) Model on Students' Perceptions Towards Online Learning By Bun Khem, Sokunthy Oum, Lundy Sem	47-61
5.	Adopting Theory of Planned Behavior on the Study of Blended Learning at the Higher Education Institutions in Cambodia By Sokha Norng, Pisith Hok, Lay Sau	62-84
6.	Investigating Factors Influencing Students' Intention to Learn Mathematics Using the Theory of Planned Behavior: A Case at ACLEDA Institute of Business By Sokha Norng, Chanrey Pang, Mady Sen, Phorn Ngam	85-104
7.	The Adoption of SERVQUAL Model on the Study of Customer Satisfaction of ACLEDA Unity Toanchet <i>By Dinasane San, Raingsey Keo, Chanthorn Thab</i>	105-120
8.	Consumers' Attitudes Towards the Intention to Adopt Mobile Payment System: A Study on Bakong App of the National Bank of Cambodia <i>By Putheary Phan, Sovannary Long, Laychamnan Meas, Vanda Vong</i>	121-140
9.	Impact of Promotion Strategies on Adoption of Mobile Banking: A Case Study of ACLEDA Mobile By Vimeanpichta Prak, Kimdaneth Ou, Monyta Chamroeun, Khunsopheakneath Pen, Nimol Nou, Bun Khem	141-158
10.	Factors Hindering University Students to Adopt ACLEDA Mobile By Phorn Ngam, Sokha Norng	159-171
11.	Factors Influencing Students' Major Choice Intention: A Case Study of Finance and Banking Major at AIB By Dina Lim, Ratha Long, Chandara Sam, Phorn Ngam	172-187