

TABLE OF CONTENTS

1. Challenges and Opportunities of University-Industry Linkages in the Research Field: A Collaboration between a Higher Education Institution and Commercial Banks <i>By Sokha Norng, Narin Phon, Pisith Hok, and Chanphirun Sam.....</i>	1 – 13
2. The Impact of Credits on the Economic Growth in Cambodia <i>By Chanrey Pang, Pisith Hok, Mady Sen, Sokhom Ma, and Chandara Sam.....</i>	14 – 31
3. Factors Influencing Customer Usage of QR Code Payment: A Case Study of ACLEDA Institute of Business Students <i>By Bun Khem, Lundy Sem, Phirum Norng, Dina Lim, and Soren Chea.....</i>	32 – 48
4. Factors Influencing Customer Loyalty of Coffee Shops in Phnom Penh City <i>By Sinit To, Phirum Norng, Raingsey Keo, Vanda Vong, and Soren Chea.....</i>	49 – 61
5. An Empirical Test of the Efficiency of the Asset Pricing Model for Cambodia Securities Exchange (CSX) <i>By Chinho Sam, Pisith Hok, Sovitu Sam, Sethvannak Sam, and Channa Lim.....</i>	62 – 78
6. Customers' Satisfaction with ATM Service Quality of ACLEDA Bank <i>By Satya Somatin Chhnoeum, Raingsey Keo, Muoyseam Chang, Soren Chea, and Sinit To.....</i>	79 – 93
7. The Impact of Service Quality Dimensions on Customers' Satisfaction to Use Debit Cards in Phnom Penh City <i>By Keo Kriss, Sovuthiroth Hean, Chanvorleak Nhem, and Sokha Norng...</i>	94 – 111
8. The Impact of Self-Service Banking Quality on Customer Satisfaction: Evidence from ACLEDA Bank Plc. <i>By Chanpov Ou, Evanuk Sarath, Muniroth Vorn, and Phorn Ngam.....</i>	112 – 133