

Journal of Business Administration and Information

SETSUNAN UNIVERSITY

Vol. 16 No. 1

July 2008

Articles

Koshi MAKINO :

- A Study of the Influence of Content Information on the Advertising Effectiveness (2). 1
— The relationship between the receivers' moods, impression of commercial message and the favorable public image of the television advertisements, evaluation of commercial products. —

Hiroshi TSUDA and Tatsumi SHIMADA :

- Comparison between Public Works Procurement and IT Procurement at Local Governments : A Policy Implication 13

Takashi AMEMIYA and Masaki FUJIWARA :

- A Theoretical Approach to the Optimal IT Investments
— Application of the Genetic Algorithms 33

Research note and Comments

Hirofumi KAMI :

- A new lease-accounting standards and a revised lease-taxation 49

Essay

Kazuhiro FUJII :

- Authority and Responsibility: Singularity in Management Theory and / or Management Theory as Singularity* 73

FACULTY OF BUSINESS ADMINISTRATION
AND INFORMATION
SETSUNAN UNIVERSITY