

# International Journal of Trade, Economics and Finance

## CONTENTS

---

---

### Volume 7, Number 2, April 2016

- The Effect of Television Commercials on Customers' Loyalty — A Mediation Analysis of Brand Awareness .....18  
*Mai Ngoc Khuong, Nguyen Vu Ai Hoa, and Truong Duc Nguyen*
- Impact of Use of European Union Structural Funds for Sustainable Development in Member States.....25  
*Rimantas Dapkus and Dalia Streimikiene*
- Investigate the Effects of Job Stress on Employee Job Performance — A Case Study at Dong Xuyen Industrial Zone, Vietnam.....31  
*Mai Ngoc Khuong and Vu Hai Yen*
- The Impact of Working Capital Management on Firm Performance: An Empirical Evidence from the BIST SME Industrial Index.....38  
*Fatih Konak and Ela Nur Güner*
- Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products — A Study in Ho Chi Minh City, Vietnam.....44  
*Mai Ngoc Khuong and Hoang Thi My Duyen*