Table of Contents

The Influences of Appropriate Service-Contact-Personnel Dress on the Dimensions of Customer Expectations of Service Quality
  Chris Y. Shao, Charles D. Ramser & Phillip H. Wilson ..............................................1

Business Literacy: A Millennium Assessment in the Manufacturing Environment
  Steven J. Anderson, John X. Volker & Michael D. Phillips.................................13

International Coffee Agreement: Incomplete Membership and Instability of the Cooperative Game
  Germain N. Pichop & Francis M. Kemegue.............................................................25

An Investigation of the Environmental Beliefs and Attitudes of Business Students in the U.S.A. and Mexico
  Kishwar Joonas, Sudhir Tandon & Diana D. Ruiz..................................................39

  Mohammad G. Robbani, Sekhar Anantharaman & Rafiqul Bhuyan..........................53

An Analysis of the Housing Market and the Oklahoma Experience
  Mohamad B. Shaaf....................................................................................................63