

International Journal of Asian Business and Information Management

January-March 2015, Vol. 6, No. 1

Table of Contents

RESEARCH ARTICLES

- 1 **Mobile Health Services: A New Paradigm for Health Care Systems**
Nabila Nisha, Department of Accounting and Finance, North South University, Dhaka, Bangladesh
Mehree Iqbal, Department of Marketing and International Business, North South University, Dhaka, Bangladesh
Afrin Rifat, Department of Accounting and Finance, North South University, Dhaka, Bangladesh
Sherina Idrish, Department of Marketing and International Business, North South University, Dhaka, Bangladesh
- 18 **A Study on Performance Evaluation of Initial Public Offerings (IPOs) in India during 2007-13**
Srinivasa Rao Dokku, Department of Business Administration, P.V.P. Siddhartha Institute of Technology, Vijayawada, India
Rajesh Choudary Jampala, Department of Commerce and Business Administration, P.B. Siddhartha College of Arts and Science, Vijayawada, India
P. Adi Lakshmi, Department of Business Administration, P.V.P. Siddhartha Institute of Technology, Vijayawada, India
- 38 **Rule of Law: A Fundamental Pillar Enabling Sustainable Development and Reduction of Poverty in India**
Gopala Anjinappa, P.G. Department of Law, Bangalore University, Bangalore, India
- 51 **Design and Simulation of Mobile Commerce Identity Authentication Protocol Based on OTP**
Qin Wang, Beijing Union University, Beijing, China
Huifeng Li, School of Application and Science, Beijing Union University, Beijing, China

Copyright

The **International Journal of Asian Business and Information Management (IJABIM)** (ISSN 1947-9638; eISSN 1947-9646), Copyright © 2015 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Asian Business and Information Management* is indexed or listed in the following: Bacon's Media Directory; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory