Table of Contents

International Journal of Service Science, Management, Engineering, and Technology

Volume 12 • Issue 2 • March-April-2021 • ISSN: 1947-959X • eISSN: 1947-9603

RESEARCH ARTICLES

A Critical Literature Analysis of the Relationships of Marketing and Strategic Planning Under Project Environments

Brian J. Galli, Hofstra University, USA

Miriam F. Bongo, Cebu Technological University, Philippines

Kafferine D. Yamagishi, Cebu Technological University, Philippines

Lanndon A. Ocampo, Cebu Technological University, Philippines

25 A Prospect on an Intelligent Recommender System

Pooja, AIACTR, GGSIPU, Delhi, India & ABES Engineering College, Ghaziabad, India Vishal Bhatnagar, AIACTR, GGSIPU, Delhi, India

44 Electronic Healthcare Records: Indian vs. International Perspective on Standards and Privacy

Aashish Bhardwaj, Guru Tegh Bahadur Institute of Technology, India Vikas Kumar, Chaudhary Bansi Lal University, Bhiwani-127021, Haryana, India

59 Implementing Sustainable Procurement Strategy in the Oil and Gas Sector: Analytic Hierarchy Process Approach

Mohammed Hasan AlHashmi, Abu Dhabi University, UAE Mehmood M. Khan, Abu Dhabi University, UAE Mian M. Ajmal, Abu Dhabi University, UAE

78 Explicating Open Innovation Using Service-Dominant Logic: Strategic Implications

Nila Armelia Windasari, School of Business and Management, Institut Teknologi Bandung, Indonesia Fu-ren Lin, Institute of Service Science, National Tsing Hua University, Taiwan

99 Role Conflict as Mediator Between Transformational Leadership and Change-Related Outcomes

Tim Brouns, Universidad Católica San Antonio de Murcia, Spain Roxane Rexin, FOM University of Applied Sciences, Germany Kai Externbrink, FOM University of Applied Sciences, Germany

111 An Integrated Swara and QFD Approach to Minimize Mental Stress of Indian Farmers

Hullash Chauhan, KIIT University, India Suchismita Satapathy, KIIT University, India Ashok K. Sahoo, KIIT University, India

132 A New Robust Adaptive Sliding Mode Control for Discrete-Time Systems With Time-Varying State Delay: Application to Diesel Engine Control Chakib Ben Njima, LARATSI Laboratory, National Engineering School of Monastir, University of Monastir, Tunisia

Chakib Ben Njima, LARATSI Laboratory, National Engineering School of Monastir, University of Monastir, Tunisia Anouar Benamor, LARATSI Laboratory, National Engineering School of Monastir, University of Monastir, Tunisia Hassani Messaoud, LARATSI Laboratory, National Engineering School of Monastir, University of Monastir, Tunisia

154 Improving the Lifetime of Phase Change Memory by Shadow Dynamic Random Access Memory

Bhukya Krishna Priya, National Institute of Technology, Tiruchirappalli, India N. Ramasubramanian, National Institute of Technology, Tiruchirappalli, India

169 Two-Level Grid-Side Converter-Based STATCOM and Shunt Active Power Filter of Variable-Speed DFIG Wind Turbine-Based WECS Using SVM for Terminal Voltage

Hazem Hassan Ali, Marg High Institute for Engineering and Modern Technology, Egypt Nashwa Ahmad Kamal, Electrical Engineering Department, Cairo University, Cairo, Egypt Ghada Saeed Elbasuony, Electrical Engineering Department, Cairo University, Cairo, Egypt

Copyright

The International Journal of Service Science, Management, Engineering, and Technology (IJSSMET) (ISSN 1947-959X; eISSN 1947-9603), Copyright © 2021 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 Service Science, Management, Engineering, and Technology is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; JournalTOCs; Library & Information Science Abstracts (LISA); MediaFinder; SCOPUS; The Standard Periodical Directory; UGC-CARE List (India); Ulrich's Periodicals Directory