

# TABLE OF CONTENTS

THESIS APPROVAL .....	ii
CONFIRMATION OF TEST APPROVAL .....	iii
THESIS ORIGINALITY STATEMENT .....	iv
ABSTRACT .....	v
FOREWORD .....	vii
CHAPTER I INTRODUCTION .....	12
1.1    Backgrounds.....	12
1.2    Problems Formulation.....	18
1.3    Research Objectives and Benefit .....	18
1.3.1    Research Objectives.....	18
1.3.2    Theoretical Research Benefit.....	19
1.3.3    Practical Research Benefit.....	19
1.4    Writing Systematics .....	19
CHAPTER II LITERATURE REVIEW .....	21
2.1    Underlying Theories.....	21
2.2    Intellectual Capital, Human Assets and Agency Theory .....	21
2.3    Valuation of Intellectual Capital and Human Assets .....	32
2.4    Relationship of Performance Metrics to Contract Valuation.....	35
2.5    Types of NBA Contracts.....	41
2.6    Review on Prior Research.....	53
2.7    Hypothesis Development .....	59
CHAPTER III RESEARCH METHODOLOGY .....	62
3.1    Types and Research Objectives .....	62
3.2    Population and Sample.....	62
3.2.1    Population .....	62
3.2.2    Sample .....	62
3.3    Types and Data Source.....	63
3.4    Data Analysis Method.....	63
3.5    Factor Analysis.....	63
3.5.1    Classic Assumption Test.....	64
3.6    Hypothesis Testing.....	66
CHAPTER IV DATA ANALYSIS.....	68
4.1    Research Objects Description .....	68
4.2    Data Analysis .....	68
4.2.1    Descriptive Statistics .....	68
4.2.2    Factor Score Assumptions .....	70
4.2.3    Classical Assumptions .....	71

4.3	Multiple Regression and Hypothesis Testing .....	74
4.4	Interpretation .....	75
4.4.1	The Influence of Offensive Effectiveness on Salary .....	75
4.4.2	The Influence of Defensive Performance to Salary.....	76
4.4.3	The Influence of Offensive Performance to Salary .....	76
CHAPTER V CONCLUSION .....		78
5.1	Conclusion.....	78
5.2	Limitations .....	79
5.3	Suggestions .....	79
References: .....		80