

Marketing (Business)-

- 1 - **Title:** Economic Developments of GCC Countries: An Overview
- 2 - **Title:** Scientist entrepreneurship in Saudi Arabia
- 3 - **Title:** Corporate Social Responsibility in Saudi Arabia
- 4 - **Title:** Islamic Perspectives on Profit Maximization
- 5 - **Title:** International Entrepreneurship and the Theory of the (Long-Lived) International Firm: A Capabilities Perspective
- 6 - **Title:** Marketing capability and export performance: The moderating effect of export performance
- 7 - **Title:** Impact of satisfaction with e-retailers' touch points on purchase behavior: the moderating effect of search and experience product type
- 8 - **Title:** Marketing and Ethics: What Islamic Ethics Have Contributed and the Challenges Ahead
- 9 - **Title:** An investigation of internal marketing and its effects on employees in the banking sector in Saudi Arabia
- 10 - **Title:** Identifying the determinants of community acceptance of renewable energy technologies: The case study of a wind energy project from Tunisia
- 11 - **Title:** Building entrepreneurial inter-firm networks in an emerging economy: the role of cognitive legitimacy
- 12 - **Title:** The roles of employee job satisfaction and organizational commitment in the internal marketing-employee bank identification relationship
- 13 - **Title:** Service recovery as an organizational capability
- 14 - **Title:** Consumers' value perception and value construction: the case of bottled water in the Middle East
- 15 - **Title:** A holistic approach to understanding the acceptance of a community-based renewable energy project: A pathway to sustainability for Tunisia's rural region
- 16 - **Title:** Store equity: reformulation of store equity dimensions
- 17 - **Title:** Why do people use and recommend m-wallets?
- 18 - **Title:** Why do people purchase virtual goods? A uses and gratification (U&G) theory perspective
- 19 - **Title:** Knowledge-based resources in explaining service recovery performance: a multilevel investigation
- 20 - **Title:** The Impact of Authentic Leadership on Organizational Citizenship Behaviors: The Mediating Role of Affective- and Cognitive-Based Trust
- 21 - **Title:** COVID-19: Journey so far and Deep Insight Using Crowdsourced Data in India
- 22 - **Title:** EFFECTS OF LUXURY BRAND AUTHENTICITY ON PURCHASE INTENTION: AN EMPIRICAL INVESTIGATION AMONG SAUDI ARABIAN CUSTOMERS

- 23 - **Title:** Behavioral reasoning theory (BRT) perspectives on E-waste recycling and management
- 24 - **Title:** Effects of Customer Loyalty Determinants in Social Media Context on Social Customer Loyalty
- 25 - **Title:** Determinants of Pre-Service Failure Satisfaction and Post-Service Recovery Satisfaction and their Impact on Repurchase and Word-of-Mouth Intentions
- 26 - **Title:** Scale development and validation of total quality and socially responsible management (TQSR-M) framework: dual competitive strategy for management
- 27 - **Title:** Place Attachment in Land Use Changes: A Phenomenological Investigation in Residents' Lived Experiences with a Renewable Energy Project Deployment
- 28 - **Title:** Using humanness and design aesthetics to choose the best type of trust: a study of mobile banking in France
- 29 - **Title:** PERCEIVED-HOTELSCAPES AND ITS IMPACT ON CUSTOMER PATRONAGE: AN EMPIRICAL PERSPECTIVES
- 30 - **Title:** Customers who misbehave: Identifying restaurant guests acting out via asymmetric case models
- 31 - **Title:** Exploring Citizens' Motives influencing the satisfaction with and adoption of E-Government Services in the Kingdom of Saudi Arabia
- 32 - **Title:** An integrative framework of retailscape: Case of grocery retail stores in Saudi Arabia
- 33 - **Title:** Consumer research during the COVID-19 pandemic: a systematic review
- 34 - **Title:** USE OF SMART TECHNOLOGIES AND INDIVIDUAL RECONSIDERATION OF TOURISM DESTINATION
- 35 - **Title:** BRAND VALIDITY AND ITS IMPACTS ON BRAND VALUE, CUSTOMER PATRONAGE AND SOCIAL INSPIRATION: AN EMPIRICAL PERSPECTIVE
- 36 - **Title:** Is customer participation always good in service recovery? The moderating role of customers' positive psychological capital
- 37 - **Title:** The Mediating Role of Sustainable Dynamic Capabilities in the Effect of Social Customer Relationship Management on Sustainable Competitive Advantage: A Study on SMEs in Saudi Arabia
- 38 - **Title:** QUALITY OF REAL ESTATES WEBSITE, CX, PERCEIVING FLOW, CLIENT INTEREST DEVELOPMENT AND INCREASE CLIENT INTENTS
- 39 - **Title:** B2B brand positioning - A capability (exploration x exploitation) based typology: Cases from the Middle East
- 40 - **Title:** FREEDOM OF INTERNET DURING OFFICE HOURS, POLICIES, AUTONOMY, AND INCREASE WORK PERFORMANCE MEDIATING ROLE OF EMPLOYEE MOTIVATION
- 41 - **Title:** Impact of employee efforts and expertise on customer surprise, delight and customer percent of budget spent: moderating role of shopping

frequency

42 - **Title:** Mobile business apps and employee productivity

43 - **Title:** Dental treatment provided to special needs children under general anesthesia in a tertiary care hospital - A cross sectional retrospective study