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Exploring the Impact of Different Dimensions of Organizational Citizenship Behavior on Customer-based Brand Equity in the Hotel Industry: The Moderator Role of Islamic Work Ethic

Elham Ebrahimi¹, Ali Shoja², Neda Pirani Ahmad Abad³

Abstract: The aim of this study is to investigate the impact of organizational citizenship behavior and its dimensions on customer-based brand equity and the moderating effect of Islamic work ethics on the above-mentioned relationship in the hotel industry. In terms of the purpose of this study, it is applied in nature and the researchers adopted the descriptive survey approach based on data collection. Target population of the study consists of two groups: customers and queue employees of Parsian Hotel chains in Tehran. In the first group convenience sampling technique has been applied and in the second group a two-stage cluster sampling method was applied. Data was collected using standard questionnaires and data analysis was based on structural equation modeling using Smart PLS 3.2.6 software. According to the results, organizational citizenship behavior dimensions, namely, altruism, courtesy, sportsmanship, conscientiousness and civic virtue had a positive and significant influence on brand equity. Moreover, Islamic work ethics had a moderator role in the relationship between organizational citizenship behavior and customer-based brand equity, meaning that it is leading to an increase in the extent of the relationship between these two variables.

Keywords: *Courtesy, Customer-based brand equity, Islamic work ethics, Organizational citizenship behavior, Sportsmanship.*

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The Unplanned Online Buying Behavior in Social Commerce: The Role of Users' Pseudo-social Interactions (Case: Users of Instagram Network)

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Abstract: Today, the customer is the key to success or failure of a company, so examination of factors affecting the behavior of customers, especially the intention of buying, is important. One of these buying behaviors that plays a key role in maintaining market equilibrium is the unplanned buying behavior which is decision making at the moment. In this study, factors affecting the unplanned buying behavior (entertainment) are considered in social networks. Then, the conceptual models, based on the data from 384 participants who had experienced online purchasing on the Instagram, were analyzed using AMOS software. The validity and reliability of the instrument were evaluated and proved. The results showed that elements such as enjoyment of similarities and expertise, visual and interactive attractions spread a positive impact on enhancing the tendency to unplanned buying. In addition, hyper-social interactions had positive impact on the tendency and willing to go for impulsive buying.

Keywords: *Enjoyment of attractions meet, Impulsive buying, Interact socially learned, Social networking, Unplanned buying.*

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Examining the Impact of Corporate Governance Strategic Control on the Effectiveness Governance of Corporation in Stock Market

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Abstract: Effective corporate governance is one of the main features of an efficient market economy. This may help the stakeholders gain information, and the right and the ability to efficiently manage the company through the process of governance. This study examines the effect of Corporate Governance Strategic Control on effective Governance of Corporation. The required data for this research has been collected through questionnaires by random sampling from among the corporates which are listed in stock exchange. Based on incidental sampling, 130 corporates were selected and the researcher-developed questionnaires were given to their managers. Meanwhile, structural equations method is applied using Smart PLS software for data analysis. The obtained results indicated that the Corporate Governance Strategic controls are effective on efficient Governance of Corporation. Moreover, internal and external Corporate Governance control as two main dimensions the Corporate Governance Strategic control are proved effective on Corporate Governance.

Keywords: *Corporate Governance Strategic Control, Effective Governance of Corporation, External Corporate Governance Control, Internal Corporate Governance Control.*

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Developing a Model to Provide an Integrated Solution in Parent Companies

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Abstract: Leading companies are increasingly looking for solutions strategy to maintain a competitive advantage against commoditization, low growth and declining profitability in pure products market. Many companies have recognized the need to provide solutions (integrated customized products and services to satisfy customers), only a few have been able to successfully implement the process and achieve the expected results. A lot of researches have been conducted to identify the challenges and key factors to success in this process. The lack of a process model with these characteristics is the major disappointment for solutions researches. The aim of this study is to present a model to provide a solution in parent company level, using qualitative approach and grounded theory method. The resulting model consists of four phases of "standard products", "standard products providing standard services", "customized products with customized services" and "the provision of integrated customized goods and services". Organizations must change "their resources and capabilities", "goods and services", "process" and finally "strategy and orientations" to be considered as a solution provider.

Keywords: *Grounded theory, Paradigmatic model, Parent company, Solution maturity, Solution providing.*

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Evaluating the Relationship between Quadruple Concept of CLV and Triple Organization Values in Insurance Companies

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Abstract: This paper aimed to examine the relationship between concept of CLV and organizational values. The new integrated CLV concept has four dimensions: base, future, network and learning. The organizational values include employees' value, shareholders' value and customers' value, and each value is individually measured based on three components of attraction, satisfaction and loyalty. The presented conceptual model includes 13 variables and is formed based on the relationship between integrated CLV concept and each of those organizational values. Then, the model was evaluated compared to a functional sample. Insurance branches in Tehran were selected as our Statistical Society and 1536 questionnaires were collected.. SPSS software was used for analysis of all the relationships. The results showed that there is a significantly positive relationship between new CLV concept and each of those three organizational values, so that any increase or decrease in the values has its own positive direct impact on the new CLV concept.

Keywords: *CLV, Customer's value, Employee's value, Organization value, Shareholder's value.*

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Identification and Classification of Entrepreneurial Thinking to the Issue of International Marketing Ecosystem Using Q Method

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Abstract: This study examines the mentality and ideas of entrepreneurs to the issue of international marketing ecosystem. This study is a mixed method exploratory research that has been conducted using Q methodology. The participants of this research include: 8 professors who were already familiar with the research topic as well as directors and managers of small and medium companies in Tehran who have enough experience in international markets. The discourse of the present study were collected from various resources and then were evaluated. From among 74 Q-phrases, only 43 were selected as the sample for the present study. After collecting data from sorted Q-phrases, the data were analyzed using Q-factor analysis. Distribution analysis showed that there could be two distinct paradigms of research among the participants about the scope of international marketing ecosystem elements that will encompass about 68/388 percent of the total variance explained. These two mental paradigms are "state and the culture" and "capital and infrastructure", respectively. The importance and prioritization factors were identified based on the mental models. Finally, the strategies for the use of these agents were proved to be effective on the success of entrepreneurial companies.

Keywords: *Ecosystem, International marketing ecosystem, Marketing, Small and medium companies.*

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Experimental Study of the Effect of Advertisement and Promotional Plans on the Brand Attachment

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Abstract: Building a strong and lasting relationship between a brand and its consumers can be routed out by applying “the theory of attachment” in the marketing. This article aims to identify the best interaction between promotional and advertising plans as the resources of creating brand attachment in the durable and fast moving consumer goods. Conducting three experimental studies of factorial design type with 1200 participants, we investigated the different modes of interaction to identify the best fit. The results are quite similar for both product categories. The findings showed that the financial gifts with the ability of liquidity and shopping variety fit the advertisement messages at high construal level and high argument strength. However, the financial gift with the ability of buying from a particular store fits the advertisement messages at the low construal level and high argument strength. Therefore, we can conclude that the conditions for building brand attachment can work out independent of the product category.

Keywords: *Argument strength, Brand attachment, Construal levels, Financial gifts, Product categories.*

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A Survey on the Effect of Exploration and Exploitation Approaches of Market Orientation on Innovation and Business Performance

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Abstract: Nowadays, firms try to improve their performance by means of different factors. Among these components, market orientation with the two approaches of exploration and exploitation behaviors, has particular influence on different types of innovation and business performance. The purpose of this survey is to consider the effects of exploration and exploitation behaviors in market orientation on innovation factors (radical / incremental) and business performance to identify the relationship between them and help the managers make appropriate decisions to improve the performance of their firm. In order to verify the conceptual model, managers and experts from 138 companies in food industry have been evaluated by a questionnaire including 35 items. The data were analyzed, and the research findings revealed that from the managers' point of view, the exploratory market orientation through radical innovation as a mediator variable has an indirect positive effect on firm performance while exploitative market orientation has direct positive effect on firm performance. The findings also showed that incremental innovation doesn't have direct effect on firm performance. However, radical innovation has direct positive effect on firm performance.

Keywords: *Exploitative market orientation, Exploratory market orientation, Firm performance, Incremental innovation, Radical innovation.*

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Investigating Factors Affecting Corporate Brand Identity and Its Influence on Alborz Insurance Brand Employees' Performance and Satisfaction (Case Study: Tehran Province's Employees)

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Abstract: Nowadays, due to so many reasons, brands show similar functions in their products as well as the services they provide. Insurance companies are also involved in this principle. With this regard, only the companies which have set particular and specific identity could be distinguished. With respect to the importance of the employees roll in conveying the brand's message to the costumers, especially at service organizations, this study was conducted to investigate the effective factors on corporate brand identity and its influence on Alborz insurance company employees' performance and satisfaction. This research examines the type of the correlation between the items. In this research, two-level scatter sampling method was used due to the lack of access to the employee list of Alborz insurance company in Tehran. Moreover, standard questionnaires were used in order to collect the data and structural equation model was used for data analysis. The results proved the positive effects of the corporate brand identity on organizational commitment. In addition, we found out that there is a positive effect of the organizational commitment on the brand performance and on the employees' satisfaction.

Keywords: *Brand performance, Corporate brand identity, Job satisfaction, Organizational commitment, Service organizations.*

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Analysis of Competition and Concentration in Insurance Industry of Iran and Appropriate Competitive Strategies

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Abstract: This study aims to investigate competition and concentration in insurance industry. The researchers did so through some reliable indices including Herfindahl-Hirschman Index, and Concentration Ratio of Establishment K and based on insurance companies financial data from 2002 to 2013. The observations showed that following privatization in insurance industry in Iran, all those three indices have declined; hence, this industry has become a hard oligopoly market. Then using this indicated market structure and based on two market properties (competition and current market situation), the insurance market life cycle was determined. Accordingly, appropriate competitive strategies regarding marketing variables (product, price, distribution, and progress) were presented.

Keywords: *Competitive Strategy, Concentration Ratio, Herfindahl-Hirschman Index, Iran Insurance Industry, Life Cycles.*

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Agent-Based Simulation of Banking Service Supply Chain Based on Service-Dominant Logic

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Abstract: Considering the development of services in global economy, redefinition of supply chain management in this context is necessary because the concept of supply chain management cannot be applied to service-oriented businesses. Therefore, this paper aims to identify the banking service supply chain and perform an agent-based simulation using a service dominant logic approach; this is important due to the necessity of developing an applicable model for supply chain management of banking services. This supply chain model is processed through agent-based simulation in Netlogo for 5 banks in privatized and private sectors during 1388-1404, where market share is 32.4%. This model considers the flow of profit and other important parameters related to the customers, the bank, the central bank, and other banks and corporations during the mentioned period. The results of the experiments and analyses in multiple simulation times indicated the variations and changes of the important parameters associated with above-mentioned factors during these years.

Keywords: *Agent Based Simulation, Banking Service Supply Chain, Customer-Supplier Duality, Service Dominant Logic.*

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