INTERNATIONAL JOURNAL OF CUSTOMER RELATIONSHIP MARKETING AND MANAGEMENT

October-December 2012, Vol. 3, No. 4

Table of Contents

Research Articles

- 1 Consumer Perceived Value and Brand Loyalty: A Study of Retail Banking Harsh V. Verma, Faculty of Management Studies, University of Delhi, New Delhi, Delhi, India Jyoti Kainth, Institute of Management Technology, Ghaziabad, Uttar Pradesh, India Priya Gupta, Shaheed Sukhdev College of Business Studies, University of Delhi, New Delhi, Delhi, India
- 16 Factors Affecting Customer Linking Capabilities and Customer Satisfaction in CRM: Evidence from Jordanian Hotels

Abbas Al-Refaie, Department of Industrial Engineering, University of Jordan, Amman, Jordan Ming-Hsien Li, Department of Industrial Engineering and Systems Management, Feng Chia University, Taiching, Taiwan Jong-Hwan Ko, Division of International and Area Studies, Pukyong National University, Busan, Korea

- Jong-Houn Ko, Dioision of International and Area Statues, Fukyong National Antoerstry, Dusan, Korea
- 31 Key Challenges of E-Government Adoption in Less Developed Countries: The Case of Saudi Arabia

Raja Yahya Al Sharief, Ministry of Higher Education- KSA, King Abdul Aziz University, Jeddah, Saudi Arabia

40 CRM in the Banking Sector: Framework and Application

Sarah Al-Shamali, AlSalam Investment Group, Safat, Kuwait & Royal Docks Business School, University of East London, London, UK Sonny Nwankwo, Royal Docks Business School, University of East London, London, UK

Ayantunji Gbadamosi, Royal Docks Business School, University of East London, London, UK

50 Developing and Implementing a Model for Selecting Videos for City Marketing *Pi-Fang Hsu, Department of Communications Management, Shih Hsin University, Taipei, Taiwan Chia-Wen Tsai, Department of Information Management, Ming Chuan University, Taipei, Taiwan Sheng-Weng Doong, Department of Communications Management, Shih Hsin University, Taipei, Taiwan*

Copyright

The International Journal of Customer Relationship Marketing and Management (ISSN: 1947-9247; eISSN: 1947-9255). Copyright © 2012 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 Customer Relationship Marketing and Management is currently listed or indexed in: Bacon's Media Directory; Compendex (Elsevier Engineering Index); Google Scholar; INSPEC; JournalTOCs; MediaFinder; The Standard Periodical Directory; Ulrich's Periodicals Directory