Table of Contents

International Journal of Customer Relationship Marketing and Management

Volume 11 • Issue 1 • January-March-2020 • ISSN: 1947-9247 • eISSN: 1947-9255

Research Articles

1 Perceived Benefits of Loyalty Programs and Relationship Quality

Karen Margaret Corbishley, Durban University of Technology, Durban, South Africa Roger B. Mason, Durban University of Technology, Durban, South Africa Corne Meintjes, University of Johannesburg, Johannesburg, South Africa

19 A Study of the Influence of Cross-Channel Integration in Customer Retention

Youngkeun Choi, Sangmyung University, Seoul, Korea

31 Effect of Employee Empathy on Service Loyalty Through the Development of Trust in and Satisfaction With Service Employee During Service Interactions

Waseem Bahadur, University of Science and Technology of China, China

50 Survival of New Institutional Sociology Theory: The Case of Environmental Management Accounting in the Egyptian Context

Mohamed Yassin, College of Business Administration, University of Bahrain, Bahrain & Faculty of Commerce, Tanta University, Egypt

Salah A. Ali, College of Business Administration, University of Bahrain, Bahrain & Faculty of Commerce, Assiut University, Egypt

64 The Reality of Financing Small Tourism Firms: The Case of Indian Tourism SMEs

Javed Hussain, Birmingham City University, Birmingham, UK Navjot Sandhu, Birmingham City University, Birmingham, UK Hatem El-Gohary, Qatar University, Qatar David Edwards, Birmingham City University, Birmingham, UK

COPYRIGHT

The International Journal of Customer Relationship Marketing and Management (IJCRMM) (ISSN 1947-9247; eISSN 1947-9255), Copyright © 2020 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 indexed or listed in the following: Bacon's Media Directory; Cabell's Directories; Google Scholar; INSPEC; JournalTOCs; MediaFinder; SCOPUS; The Standard Periodical Directory; Ulrich's Periodicals Directory