# **Table of Contents**

# International Journal of Customer Relationship Marketing and Management

Volume 12 • Issue 2 • April-June-2021 • ISSN: 1947-9247 • eISSN: 1947-9255

## **Research Articles**

- 1 Does Cultural Brand Sponsorship Pay Off? Eun-Mi Lee, Dongseo University, South Korea Sungjoon Yoon, Kyonggi University, South Korea
- 17 Electronic Word of Mouth (eWOM) and Makeup Purchase Intention Among Gen-Z Females: The Serial Mediating Effect of Brand Image and Brand Integrity

Sheena Lovia Boateng, Business School, University of Ghana, Ghana

- 36 Transformational Leadership and Employee Satisfaction: Testing a Moderated-Mediation Model of Perceived Organizational Support, Workload, and Work Engagement Majed Alsolamy, University of Tabuk, Saudi Arabia
- 53 The Impact of Customer Experience and Relationship Quality on Corporate Reputation in the Hotel Sector

Elsayed Sobhy Ahmed Mohamed, Faculty of Commerce, Business Administration Department, Tanta University, Egypt

### 80 Factors Influencing Consumer Intentions to Adopt E-Payment Systems: Empirical Study

Ahmed Al-Dmour, Al-Ahliyya Amman University, Jordan Hani H. Al-Dmour, The University of Jordan, Jordan Rewan Brghuthi, The University of Jordan, Jordan Rand Al-Dmour, The University of Jordan, Jordan

### COPYRIGHT

The International Journal of Customer Relationship Marketing and Management (IJCRMM) (ISSN 1947-9247; cISSN 1947-9255), Copyright © 2021 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; UGC-CARE List (India); Ulrich's Periodicals Directory