

# Table of Contents

## International Journal of Customer Relationship Marketing and Management

Volume 9 • Issue 2 • April-June-2018 • ISSN: 1947-9247 • eISSN: 1947-9255

*An official publication of the Information Resources Management Association*

### Research Articles

- 1      **How Customer Relationship Management (CRM) and Innovation Influence Business Performance Mediating Role of Innovation**  
Mona Jami Pour, Hazrat-e Ma'soumeh University, Qom, Iran  
Elnaz Nabizadeh Mamani, Farabi Campus, University of Tehran, Tehran, Iran  
Mohammad Rahimzadeh, Islamic Azad University, Tehran, Iran
- 16     **Relationship Marketing Model: The Effect of Emotion on Relationship Between Hoteliers and Customers of Five Star Hotels in Bangladesh**  
Sara Sarwari, Stamford University Bangladesh, Dhaka, Bangladesh
- 33     **Internet Marketing Adoption by Iranian Distribution Industry: An Attempt to Understand the Reality**  
Sepideh Zahiri, Birmingham City University, Birmingham, UK  
Hatem El-Gohary, Faculty of Business, Law and Social Sciences, Birmingham City University, UK & College of Business and Economics, Qatar University, Qatar & Cairo University Business School, Cairo University, Egypt  
Javed Hussain, Birmingham City Business School, Birmingham City University, Birmingham, UK
- 62     **Does Job Satisfaction Always Affect Customer Satisfaction? Case Study - (SSIO) Social Security Insurance Organization in Tehran**  
Mohammad Abdolshah, Engineering Department, Semnan Branch, Islamic Azad University, Semnan, Iran  
Ehsan Jafar Zadeh, Islamic Azad University E-Branch, Tehran, Iran  
Reza Talei, Islamic Azad University E-Branch, Tehran, Iran  
Ali Shirzadi, Islamic Azad University E-Branch, Tehran, Iran  
Seyed Amir Mohammad Khatibi, Industrial Management Department, Isfahan University, Iran
- 79     **Ethics, Neuromarketing and Marketing Research With Children**  
Cynthia A. Bulley, Central University, Accra, Ghana  
Mahama Braimah, University of Ghana, Accra, Ghana  
Florence E. Blankson, Ghana Revenue Authority, Accra, Ghana

### COPYRIGHT

The **International Journal of Customer Relationship Marketing and Management (IJCRMM)** (ISSN 1947-9247; eISSN 1947-9255), Copyright © 2018 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; The Standard Periodical Directory; Ulrich's Periodicals Directory