

# JOURNAL OF MANAGEMENT AND WORLD BUSINESS RESEARCH

Volume 12, Number 1, 2015

<b>ABSTRACTS</b>	i
<b>ARTICLES</b>	
<b>Brand personification as a service marketing mechanism</b> Prakash Vel, Hesham Mubarak and Majed Abdel Malak	1
<b>Moderating effect of gender on factors influencing Generation-Y's purchasing intention within the toy industry in Malaysia</b> Derek Ong Lai Teik and Koay Kian Yeik	16
<b>A study of factors affecting employability of Emirati nationals in the UAE private sector</b> Abdulaziz Karam, Payyazhi Jayashree and Valerie Lindsay	31
<b>An examination of Corporate Social Responsibility activities on consumers' attitude towards corporate image and purchase intention: A case of mobile telecommunication service</b> Elizabeth Haran and Joseph F. Aiyeku	48

## CALL FOR SUBMISSION OF PAPERS

## MANUSCRIPT GUIDELINES

All articles in this issue have been accepted after a double blind peer review process.  
© Journal of Management and World Business Research

ISSN 1449 3179

**PUBLISHER'S DISCLAIMER:** The authors are solely responsible for the content, theories, grammar, referencing and terminology in the published articles. Authors are also responsible for ensuring that papers submitted to JOMAWBR have not been accepted for publication or published elsewhere and contains no material previously published or written by another person, except when due reference is made in the text of the paper or at the end of the paper.

## ABSTRACTS

### **Brand personification as a service marketing mechanism**

Prakash Vel, Hesham Mubarak and Majed Abdel Malak

Today the business environment is becoming increasingly competitive, with a vast array of products that can no longer be differentiated on product quality or features. As such, many businesses are trying to differentiate themselves from their competitors using their provision of service. One concept that could possibly enhance a firm's provision of service is brand personification. Accordingly, this paper, will discuss how Liberty Autos, a successful automobile retailer in the UAE used 'brand personification' as a services marketing mechanism.

### **Moderating effect of gender on factors influencing generation-Y's purchasing intention within the toy industry in Malaysia**

Derek Ong Lai Teik and Koay Kian Yeik

Modern age living in Malaysia has subjected people to focus on electronic device intervention in daily activities and forget about childhood memories of imagination especially with conventional toys. Store image and ambience plays a vital role in reliving these imagination and boost purchase intentions amongst the younger generation who grew up in the technology age. The research paper was designed to identify the factors of store image that affects the purchasing intention of Gen-Y's in a toy store. Retailers need better strategy for their store image to attract these future decision makers in the toy industry. 200 respondents were surveyed around the Klang area where factor analysis and reliability test were performed to ensure the validity and reliability while multiple linear regression was used to explore the relationship between the constructs. The result of the research showed that perceived value, store physical attributes, and service quality are significant factors that influence customers purchasing intention. A further analysis on the moderating effect of gender shows that females have greater influence on the relationship between service quality and purchase intention.

### **A study of factors affecting employability of Emirati nationals in the UAE private sector**

Abdulaziz Karam, Payyazhi Jayashree and Valerie Lindsay

Emiratisation initiatives have yet to fully realize the United Arab Emirates (UAE) government's goal of increasing the employment of nationals in both the public and private sector. The success of these initiatives is largely dependent on government support and private sector cooperation. Particularly significant is the finding that despite considerable rhetoric and effort, Emiratisation in private enterprises have made virtually no progress, with about one percent of Emiratis working in this sector (Al-Ali 2008a). The aim of this conceptual paper is to explore the key social factors that are most likely to impact Emiratisation in the UAE private sector and therefore need to be considered in Emiratisation efforts. *Social capital theory* is adopted as the key conceptual framework for exploring social factors influencing Emiratisation (Woolcock 1998). Specifically, the effect of stereotypes and internal human mobility as social capital factors are investigated on the employability of Emirati nationals in the local private labor market. Finally, implications, recommendations and policies for enhancing Emirati workforce participation and productive engagement in UAE private sector organizations are discussed.

**An examination of Corporate Social Responsibility activities on consumers' attitude towards corporate image and purchase intention: A case of mobile telecommunication service**

Elizabeth Haran and Joseph F. Aiyeku

This study is an examination of the extent to which the activities of corporate social responsibility, CSR, employed by North Shore wireless telecommunication service enterprises affect the attitude toward corporate image and contribute to the purchasing intention of the prospective customer. The purpose was to help marketers and strategic planners develop strategies that help maximize the effectiveness of CSR toward corporate image and consumers' purchase intention. Results indicated that while respondents held their respective providers in high regard in terms of reputation, variety of services and quality of services; and had clear preferences in terms of CSR activities, there were no relationships between their evaluation of CSR initiatives and corporate image or between either of those and purchase intention. Perhaps the most important finding was the lack of information or knowledge that respondents had about the CSR programs that the telecommunication companies were providing.