

ISSN 2073-7122

# IJCRB

Vol .5, No. 5  
September 2013

## Interdisciplinary Journal of Contemporary Research in Business

Double Blind Peer Reviewed Journal

Included in  
GOOGLE SCHOLAR

Listed in ULRICH'S



Inclusion in



Indexed in CABELL's-USA



Indexing /Abstracting in



Indexing in ABI/INFORM



Indexed in APA-PsycINFO



[www.ijerb.webs.com](http://www.ijerb.webs.com)  
[ijerbjournal@aim.com](mailto:ijerbjournal@aim.com)

Monthly Edition  
Copyright © 2013  
IJCRB

Listed in Journal Seek



## Editorial Board

IJCRB is a peer reviewed Journal and IJCRB Editorial Board consists of Phd doctors from all over the world including USA, UK, South Africa, Canada, European and Asian countries.

### **Prof. Renee Pistone**

*Harvard University*, Lifetime Fellow - Harvard URI.

706 McCormick Dr Toms River, New Jersey USA

Voice: 732.668.4533

### **Lord David K**

*Oxford University* , St Catherine's College, Oxford, OX1 3UJ [www.stcatz.ox.ac.uk/](http://www.stcatz.ox.ac.uk/) ,

[www.ox.ac.uk/](http://www.ox.ac.uk/) Phone: +44 1865 271700 , Fax: +44 1865 271768

### **Dr. Kenan Peker**

Department of Agricultural Economics, University of Selcuk, <http://www.selcuk.edu.tr/>

University of Selcuk, 42079 Konya, Turkey, Tel: 90-332-231-2877

### **Dr. A. Sathiyasusuman**

Senior Lecturer, Dept. of Statistics, University of the Western Cape, South Africa

### **Dr Mahdi Salehi**

Assistant Professor, Accounting and Management Department, <http://www.znu.ac.ir/>

Zanjan University , D.N 1 Nagilo Alley, Hidaj City, Zanjan Province, Zanjan, Iran ,

Tel: 98-9121-425-323

### **Dr Heryanto**

Regional Development Bank of West Sumatra

Jalan Pemuda No. 21 PO Box 111 Padang 25117 West Sumatra Indonesia

Tel: +62-8126771699

### **Dr. Dave Hinkes**

Assistant Professor of Managment & Marketing

Sam Walton Fellow , Lincoln Memorial University , Harrogate, TN ,UK

Tel 423.869.6441

### **Dr. Francis A. Ikeokwu**

Sr., Ph.D., MAC, MBA, CFC

Adjunct Professor, American Intercontinental University <http://www.aiuniv.edu/>

### **Dr Charles C. Dull**

Sr. MBA, Ph.D.

American Intercontinental University <http://www.aiuniv.edu/>

**Dr Cara Peters**

Assistant professor of marketing , Winthrop University , Rock Hill, South Carolina.  
PhD in business administration , University of Nebraska  
Peer-reviewer of the Journal of Consumer Psychology; Consumption, Markets, and Culture;  
and Journal of Academy of Marketing Science.

**Dr Mahmoud M. Haddad**

PhD in Finance  
214 Business Administration Building  
University of Tennessee-Martin ,Martin, TN 38238 Tel No +1731-881-7249

**Dr G.A. Abu**

Department of Agricultural Economics, College of Agricultural Economics, Extension and  
Management Technology, University of Agriculture, P.M.B.2373, Makurdi, Benue State,  
Nigeria. Phone: +234-803-607-4434; fax: +234-44-534040

**Dr.Rashid Rehman**

Associate Professor , College of Business Studies  
Al Ghurair University , Dubai, UAE.

**Dr Pu Xujin**

Business School, Jiangnan University,  
Jiangsu Wuxi,P.R.China ,214122  
Tel: (86510) 85913617 , FAX: (86510) 62753617 , Mobile: (86) 13616193600

**Dr. E. B. J. Iheriohanma**

Ph. D. Sociology  
Directorate of General Studies, Federal University of Technology, Owerri Imo State Nigeria.  
Tel +2348037025980.

**Dr Etim Frank**

Department of Political Science-University of Uyo-Akwa Ibom State-Nigeria  
Phd (Political Science/Public Administration) University of Calabar

**SL Choi**

University Teknologi Malaysia  
School of Business Management Southern College Malaysia

**Dr Shahram Gilaninia**

Ph.D in Industrial Management (Production)  
Islamic Azad University-Science and Research Branch of Tehran  
Associate Professor 14 Department of Industrial Management Azad University - Rasht  
Phone:+989113356977

**Dr. Nek Kamal Yeop Yunus**

Senior Lecturer, Department of Business Management  
Faculty of Business & Economics, Universiti Pendidikan Sultan Idris, Tanjong Malim,  
Malaysia.

**Dr. S. I. Malik**

PhD Bio Chemistry & Molecular Biology (National University of Athens)  
NHEERL. Environmental carcinogenei division  
RTP Complex NC 27713, US Environmental protection Agency , 919-541-3282

**Dr. Bhagaban Das**

Reader, Department of Business Management Vyasa Vihar, Balasore-756019 Oriss:

**T. Ramayah <http://www.ramayah.com>**

Associate Professor , School of Management ,University Sains Malaysia,  
Tel 604-653 3888

**Dr. Wan Khairuzzaman bin Wan Ismail**

Assoc. Professor International Business School, UTM International Campus  
Jalan Semarak 54100 Kuala Lumpur, MALAYSIA

**Zainudin Hj Awang**

Faculty of Information Technology and Quantitative Sciences, MARA U  
Technology MARA Kelantan 18500, Malaysia ,Tel: 60-9-9762-302

**Ravi Kiran**

Associate Professor, School Of Management & Social Sciienes, Thapar University

**Dr.Suguna Pathy**

Head, Department of Sociology, VNSG University, Surat

**Birasnav M**

Assistant professor, Park Global School of Business Excellence, Kaniyur, Coimbatore

**Mohammad Reza Noruzi**

Faculty of Management and Economics ,Tarbiat Modarres University, Tehran, Iran

**Dr. C.N. Ojogwu**

Phd Education Management - University of Benin, Benin City, Edo state, Nigeria.  
Senior lecturer - University of Benin.

**Dr. Nik Maheran Nik Muhammad**

General Conference Co-Chair, GBSC 2009, [www.nikmaheran.com](http://www.nikmaheran.com)

**Dr. A. Abareshi**

Lecturer, School of Business IT and Logistics  
RMIT University, Melbourne, Australia Office: +61 3 99255918

**Dr Ganesh Narasimhan**

Lecturer, Management Sciences ,Sathyabama University  
Board of Advisor - AN IIM Alumina Initiative & International Journal Economics,  
Management, & Financial Markets Denbridge press, New York, USA



IJCRB is Indexed in  DIRECTORY OF OPEN ACCESS JOURNALS Directory of Open Access

IJCRB is Listed in  Worlds Largest Research

IJCRB is Indexed in  Worlds Prestigious Res

IJCRB is Indexed in  AMERICAN PSYCHOLOGICAL ASSOCIATION APA Research Direct  
PsycINFO

Inclusion / Indexing in  Worlds Premium Database  
Research Databases

Indexed/Abstracted in  Includes High Impact Factor Journals

Listed in  Largest Journals Directory

**IJCRB is Included in GOOGLE SCHOLAR**

---

UK CHAPTER: CANTERBURY, KENT, UNITED KINGDOM

SOUTH AFRICA CHAPTER: WESTERN CAPE, PRIVATE BAG X17, BELLVILLE 7535, SOUTH AFRICA

---

# Contents

Title	Page
IDENTIFYING AND RANKING THE EFFECTS OF SERVICE MARKETING MIX ELEMENTS ON CUSTOMER SATISFACTION AT BANDAR IMAM KHOMEINI PORT'S SPECIAL ECONOMIC ZONE AKBAR MOHAMADI DR. BELGHIS BAVARSAD (Click Here or on Title of paper for Full paper view)	11
CAPITAL STRUCTURE DECISIONS: EVIDENCE FROM LARGE CAPITALIZED COMPANIES IN MALAYSIA AMER AZLAN ABDUL JAMAL CAROLINE GEETHA, ROSLE MOHIDIN, MOHD RAHIMIE ABDUL KARIM LIM THIEN SANG, YVONNE CH'NG (Click Here or on Title of paper for Full paper view)	30
IMPACT OF FAMILY OWNERSHIP, STATE OWNERSHIP AND MAJOR SHAREHOLDERS ON THE FINANCIAL REPORTING QUALITY OF THE FIRMS LISTED ON THE TEHRAN STOCK EXCHANGE MINA MADANI , MAHMOUD MOEINADDIN, ABBAS ALAVI RAD (Click Here or on Title of paper for Full paper view)	50
THE CLERICAL DOUBLE TRUTH THEORY IN THIRTEENTH CENTURY ALI GHORBANI SINI , FATHALI AKBARI (Click Here or on Title of paper for Full paper view)	64
ANALYSIS OF THE ANTECEDENTS OF CUSTOMER-BASED BRAND EQUITY AND ITS APPLICATION TO MULTIPLE DESTINATIONS DR ABDEL FATTAH AL-AZZAM (Click Here or on Title of paper for Full paper view)	71
WOMEN IN TEHMINA DURRANI'S MY FEUDAL LORD: A FEMINIST STUDY BUSHRA HABIB, SOFIA DILDARALVI, ABDUL BASEER (Click Here or on Title of paper for Full paper view)	91
ETHNIC PIGEON-HOLING OF THE MUSLIMS IN HANIF KUREISHI'S THE BLACK ALBUM SAJIDA PERVEEN, SOFIA DILDAR ALVI, ABDUL BASEER (Click Here or on Title of paper for Full paper view)	101
VICTOR HUGO'S LES MISERABLES: A MARXIST CONSCIOUSNESS QURAT-UL-AIN AHMAD SOFIA DILDARALVI ABDUL BASEER (Click Here or on Title of paper for Full paper view)	115
INTEGRATED MARKETING COMMUNICATION: A REVIEW PAPER RASHID SAEED BILAL NAEEM, MUHAMMAD BILAL, UZMA NAZ (Click Here or on Title of paper for Full paper view)	124

Title	Page
<p>THE COST OF UNFULFILLED PROMISE: PERCEIVED PSYCHOLOGICAL CONTRACT BREACH, ORGANIZATIONAL SUPPORT AND EMPLOYEE WORK ENGAGEMENT IN A MISMANAGED ECONOMY            FABIAN O. UGWU            CHINELO H. OGWUCHE            (Click Here or on Title of paper for Full paper view)</p>	134
<p>THE DYNAMICS OF HEALTH CARE SPENDING: A PANEL DATA ANALYSIS            DR. MELIH ÖZÇALIK            (Click Here or on Title of paper for Full paper view)</p>	156
<p>THE IMPACT OF ORGANIZATIONAL COMMITMENT ON EMPLOYEES JOB PERFORMANCE. "A STUDY OF MELI BANK"            NEGIN MEMARI, OMID MAHDIEH            AHMAD BARATI MARNANI            (Click Here or on Title of paper for Full paper view)</p>	164
<p>EXPLORATION OF SERVQUAL SCALE IN THE INSURANCE SERVICES IN KURDISTAN INSURANCE INSTITUTE            REZA PASHAIE            ADEL FATEMI            FREYEDON AHMADI            (Click Here or on Title of paper for Full paper view)</p>	172
<p>EVALUATION OF SERVICE QUALITY IN INSURANCE INDUSTRY BASED OF COSTUMER AND PERSONNEL VIEW IN KAVSAR INSURANCE INSTITUTE            REZA PASHAIE, ADEL FATEMI, FREYEDON AHMADI            (Click Here or on Title of paper for Full paper view)</p>	184
<p>STUDY THE RELATIONSHIP BETWEEN MANAGERS' COMMUNICATION SKILLS AND STAFF'S ORGANIZATIONAL COMMITMENT            NEGIN MEMARI, OMID MAHDIEH , AHMAD BARATI MARNANI            (Click Here or on Title of paper for Full paper view)</p>	198
<p>THE RELATIVE IMPORTANCE OF SIZE, TECHNOLOGY AND OWNERSHIP AND CONTROL TO STRUCTURE IN ORGANIZATIONS            HESHAM E. MOHAMED            (Click Here or on Title of paper for Full paper view)</p>	209
<p>A RANKING OF THE CORPORATE SOCIAL RESPONSIBILITY IN PUBLIC FINANCIAL INSTITUTES (A SURVEY OF TWO IRANIAN PUBLIC BANKS)            SADAF ESTANESTI            (Click Here or on Title of paper for Full paper view)</p>	217
<p>IMPACT OF TRADE LIBERALIZATION ON ECONOMIC GROWTH IN PAKISTAN            SALMA SHAHEEN, MAHNAZ MUHAMMAD ALI            AMINA KAUSER AND FAQIHA BASHIR AHMED            (Click Here or on Title of paper for Full paper view)</p>	228
<p>FISCAL DETERMINANTS OF INFLATION IN PAKISTAN            AYESHA SHAMS ,SHAMAILA PARVEEN, DR MUHAMMAD RAMZAN            (Click Here or on Title of paper for Full paper view)</p>	241

Title	Page
EFFECTIVENESS OF TEACHING BIOLOGICAL, COGNITIVE AND EMOTIONAL CHARACTERISTICS OF THE ADOLESCENTS TO THE PARENTS ON FACILITATING THE COMMUNICATION BETWEEN PARENTS AND ADOLESCENTS USING A COMBINATION OF FAMILY-CENTERED AND STUDENT-CENTERED PRACTICES. LEILA YEGANE FARD, MOHAMMAD HUSSEIN FALLAH (Click Here or on Title of paper for Full paper view)	249
AN ASSESSMENT OF THE DEGREE OF TEACHERS' FINANCIAL WELL-BEING AND STUDY OF ITS RELATIONSHIP WITH DEMOGRAPHIC VARIABLES MAHMOUD MOEINADDIN, SHAHNAZ NAYEBZADEH, ZAHRA BAHONAR (Click Here or on Title of paper for Full paper view)	257
INVESTIGATION EFFICACY OF ORGANIZATIONAL COMMUNICATIONS ON CRISIS MANAGEMENT IN GUILAN GAS COMPANY REZA HEIDARINEJAD, MEHRDADGOUDARZVANDCHEGINI, MOHAMMAD TALEGHANI, MAHMOUD SHAKORNIA (Click Here or on Title of paper for Full paper view)	265
FACTORS EFFECTIVE WILLINGNESS TO ORGANIZATIONAL ENTREPRENEURS (CASE STUDY PRIVATE BANKS IN RASHT) SHAHRAM GILANINIA, HAMID REZA ALIPOUR, ALI KOOCHAKI (Click Here or on Title of paper for Full paper view)	275
THE RELATIONSHIP BETWEEN ORGANIZATIONAL IDENTITY WITH PERFORMANCE IN GILAN GAS COMPANY MOHAMMAD REZA AZADEHDEL, MARYAM OOSHAKSARAIE, SHAYAN RAJABPOUR (Click Here or on Title of paper for Full paper view)	286
AN OVERVIEW ON CONCEPT OF INTELLECTUAL CAPITAL AND ITS IMPORTANCE REZA AGHAJAN NASHTAEI, MASOOD HEIDARNIA, VAHID NOSHADDEL (Click Here or on Title of paper for Full paper view)	303
EVALUATION OF PYRAMID AND NETWORK MARKETING MOSLEM MORADI, AREFBAVI, JALALEDDINAHMADPOORAN (Click Here or on Title of paper for Full paper view)	310
EFFECTIVE FACTORS ON STUDENTS' ENTREPRENEURIAL INTENT OF ISLAMIC AZAD UNIVERSITY OF RASHT BRANCH (CASE STUDY STUDENTS MASTER OF BUSINESS MANAGEMENT) SHAHRAM GILANINIA, HAMID REZA ALIPOUR, YAGHOUB TONDAR (Click Here or on Title of paper for Full paper view)	317
THE EFFECTIVE FACTORS IN RISK CLASSIFICATION OF PERSONAL INSURANCE CUSTOMERS(TYPES OF LIFETIME INSURANCE) AND ITS APPLICATION IN INSURANCE-BUSINESSES OF COMPANIES INSURANCE BEHROOZ FATHI VAJARGAH MOHAMMAD HASAN GHOLIZADEH SEYEDEH FATEMEH JALILI (Click Here or on Title of paper for Full paper view)	332



Title	Page
<p>THE EFFECTS OF NON-OIL EXPORTS THROUGH FREE ZONES OF COMMERCIAL - INDUSTRIAL ON THE EMPLOYMENT (CASE STUDY : FREE ZONE OF COMMERCIAL - INDUSTRIAL ANZALI) SHAHRAM GILANINIA MOHAMMAD TALEGHANI PUNE RAFIASA (Click Here or on Title of paper for Full paper view)</p>	345
<p>THE IMPACT OF PUBLIC RELATIONS PERFORMANCES ON MARKET SHARE OF FIRMS (CASE STUDY: POWER BATTERY MANUFACTURING IN ISFAHAN) SHAHRAM GILANINIA, MOHAMMAD TALEGHANI, MOHSEN ESHGHI MOHAMMADI (Click Here or on Title of paper for Full paper view)</p>	357
<p>POPULISM OF LITERARY RESEARCHES IN IRAN DR. MOHAMMAD REZA ZAMANAHMADI, DR. MOHSEN IZADYAR (Click Here or on Title of paper for Full paper view)</p>	362
<p>THE AFFECTING FACTORS ON THE LEAVING INSURED FROM INSURANCE SERVICES (CASE STUDY DEY INSURANCE COMPANY IN GILAN) SHAHRAM GILANINIA, NARGES DEL AFROOZ, ENSIEH VATAN KHAH (Click Here or on Title of paper for Full paper view)</p>	371
<p>CHECKING THE IMPACT OF RELATIONSHIP QUALITY BETWEEN EXPORTER COMPANIES AND FOREIGN BUYERS ON EXPORT PERFORMANCE OF COMPANIES MASOUD AMOPOUR, MARHEMAT HEMMATPOUR, MOHABAT JAHED (Click Here or on Title of paper for Full paper view)</p>	385
<p>POSITION OF RIGHT TO DEVELOPMENT IN CONTEMPORARY HUMAN RIGHTS ATEFEH AMININIYA, PEGAH CHAREH (Click Here or on Title of paper for Full paper view)</p>	400
<p>THE RELATIONSHIP BETWEEN KNOWLEDGE SHARING , INNOVATION, AND PERFORMANCE OF MANUFACTURING AND TRADING COMPANIES IN GUILAN PROVINCE MOHAMMAD REZA AZADEHDEL, FARZIN FARAHBOD, MOHSEN ALI JAMSHIDINEJAD (Click Here or on Title of paper for Full paper view)</p>	408
<p>AN INVESTIGATION OF WORKING CONDITIONS, OCCUPATIONAL DISEASES AND ERGONOMICS IN JET (OLTU)STONEDRESSINGIN ERZURUM DR. DILŞAD GÜZEL (Click Here or on Title of paper for Full paper view)</p>	413
<p>LIBERATING WOMEN FROM POVERTY VIA MICRO FINANCING: A REVIEW OF SUDAN AND SELECTED COUNTRIES ZEINAB B. D.GODA , ROSMINI OMAR (Click Here or on Title of paper for Full paper view)</p>	422
<p>INTERNATIONAL STUDENT’S PERCEPTION ON MALAYSIA AS A DESTINATION FOR TERTIARY HOSPITALITY AND TOURISM EDUCATION BEH YEAN SHAN, NIK AHMAD RIDZAFFI TAQRIZ SHAH , ONG BEE SUAT (Click Here or on Title of paper for Full paper view)</p>	435

Title	Page
A QUALITATIVE STUDY ON THE POTENTIAL OBSTACLES IN THE DEVELOPMENT OF NATIONAL PARKS IN ZIMBABWE JEANETTE TSIKADZASHE MATINA, BEH YEAN SHAN, NIK AHMAD RIDZAFFI TAQRIZ SHAH (Click Here or on Title of paper for Full paper view)	457
PRESSURES, PRACTICES & PERFORMANCE OF GREEN SUPPLY CHAIN (A STUDY IN INDIAN PERSPECTIVE) RAJKUMARI MITTAL, SACHIN GUPTA , SARLA PAREEK (Click Here or on Title of paper for Full paper view)	472
THE EFFECT OF QUALITY AND SERVICE VALUE ON CUSTOMER LOYALTY (A STUDY ON THE CUSTOMERS OF COMMERCIAL BANKS IN MALANG CITY) I WAYAN JAMAN ADI PUTRA (Click Here or on Title of paper for Full paper view)	488
THE EARLY MALADAPTIVE SCHEMAS PREDICTED CAREER SELF-AWARENESS IN STUDENTS OF ISFAHAN UNIVERSITY HAMIDE ABDOLHOSEINI, MOHAMMED REZA ABEDI, IRAN BAGHBAN PARISA NILFOROSHAN (Click Here or on Title of paper for Full paper view)	505
CAREER DEVELOPMENT IN CLASICAL, MODERN AND POST MODERN THEORIES HAMIDE ABDOLHOSEINI, MOHAMMED REZA ABEDI IRAN BAGHBAN, PARISA NILFOROSHAN (Click Here or on Title of paper for Full paper view)	512
WOMEN EMPOWERMENT IN THE CORPORATE SECTOR OF PAKISTAN DR. YAHYA RASHID, IQRA ABDULLAH (Click Here or on Title of paper for Full paper view)	518
IDENTIFY NEW MEASURES OF GROWTH AFFECTING ON COMPANIES PERFORMANCE HAMED PAYDAR , DR. MAHMMOUD MOIENADIN , DR.SYED YAHYA ABTAHI (Click Here or on Title of paper for Full paper view)	524
INFLUENCES OF CULTURAL DIMENSIONS ON DEVELOPING AND STRENGTHENING TOURISM IN THE ILAM PROVINCE ABOLFAZLJAVADIYAN, SEYED MAHMOUD SHABGOO MONSEF (Click Here or on Title of paper for Full paper view)	553
ACHIEVING EDUCATION FOR ALL GOALS: DOES CORRUPTION MATTER? DR. MOHAMED DRIDI (Click Here or on Title of paper for Full paper view)	563
THE RELATIONSHIP BETWEEN ORGANIZATIONAL PERFORMANCE WITH ENTREPRENEURSHIP AND ENTREPRENEURSHIP ENVIRONMENTAL OF MEMBER COMPANIES IN TEHRAN STOCK EXCHANGE EBRAHIM CHIRANI, FARZIN FARAHBOD, FOROUGH POURVAHEDI (Click Here or on Title of paper for Full paper view)	580
THE EFFECT OF USING ADMINISTRATIVE PROCESSES AUTOMATION EQUIPMENT ON THE IMPROVE DECISION MAKING OF MANAGERS AND EXPERTS IN ROBATKARIM GOVERNMENT HOSEIN GANJINIA, SHAHRAM GILANINIA, MOHAMMAD MOSTAFALOO (Click Here or on Title of paper for Full paper view)	595

ROLE OF EACH ACTORS IN THE IMPLEMENTATION PROCESS OF LOCAL COMMUNITY EMPOWERMENT POLICY PROGRAM TO FOREST COMMUNITY IN MESUJI-LAMPUNG 610

BAMBANG SOEPIJANTO, SOESILO ZAUHAR, BAMBANG SANTOSO HARYONO, SALEH SOEAIDY  
(Click Here or on Title of paper for Full paper view)

THE MEDIATION EFFECT OF ORGANIZATIONAL CULTURE AND ORGANIZATIONAL COMMITMENT IN RELATIONSHIP BETWEEN TRANSFORMATIONAL LEADERSHIP TO ORGANIZATIONAL CITIZENSHIP BEHAVIOUR 618

BENNY HUTAHAYAN, ENDANG SITI ASTUTI, KUSDI RAHARJO, DJAMHUR HAMID  
(Click Here or on Title of paper for Full paper view)

---

**Note: To view Full paper (Click on title of paper),if click button don't work/appear then please press (Ctrl ) Button on key board and then click.**

---