

# Table of Contents

## International Journal of Customer Relationship Marketing and Management

Volume 7 • Issue 2 • April-June-2016 • ISSN: 1947-9247 • eISSN: 1947-9255

*An official publication of the Information Resources Management Association*

### Research Articles

- 1      **The Consequence of Customer Verbal Aggression-the Moderating Roles of Person-Organization Fit**  
Ching-Wen Yeh, China University of Science and Technology, Taipei, Taiwan
  
- 16     **Optimal Selection of Business Managers for Integrated Marketing Communications Companies Using AHP and GRA**  
Pi-Fang Hsu, Department of Communications Management, Shih Hsin University, Taipei, Taiwan  
En-Ping Lin, Department of Communications Management, Shih Hsin University, Taipei, Taiwan  
Chia-Wen Tsai, Department of Information Management, Ming Chuan University, Taipei, Taiwan
  
- 30     **Uses and Gratifications of Social Media in the Production of Political Information during the 2015 Egyptian Parliamentary Election**  
Hamza Saad Mohamed, Minia University, Minya, Egypt and Zayed University, Dubai, UAE
  
- 52     **Value Based Differentiation in Business Relationship for Capital Products and Complex Solutions: A Conceptual Framework in Egypt**  
Ahmed O. El-Tagy, Maastricht School of Management (MSM), Cairo, Egypt  
Khaled Wahba, Maastricht School of Management (MSM), Cairo, Egypt

### COPYRIGHT

The **International Journal of Customer Relationship Marketing and Management (IJCRMM)** (ISSN 1947-9247; eISSN 1947-9255), Copyright © 2016 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; Compendex (Elsevier Engineering Index); Google Scholar; INSPEC; JournalTOCs; MediaFinder; The Standard Periodical Directory; Ulrich's Periodicals Directory