

Table of Contents

International Journal of Customer Relationship Marketing and Management

Volume 10 • Issue 2 • April-June-2019 • ISSN: 1947-9247 • eISSN: 1947-9255

An official publication of the Information Resources Management Association

Research Articles

- 1 **A Structural Evaluation of University Brand Equity Dimensions: Evidence from Private Indian University**
Vikrant Kaushal, School of Hotel Management and Tourism, Lovely Professional University, Phagwara, India
Nurmahmud Ali, School of Hotel Management and Tourism, Lovely Professional University, Phagwara, India

- 21 **Knowledge Management at Banking Industry: A Review of the Literature and Further Guidelines**
Nasser Fathi Easa, Beirut Arab University, Beirut, Lebanon

- 35 **The Relationship Between Customer Engagement, Satisfaction, and Loyalty**
Hani H Al-Dmour, Princess Sumaya University for Technology, Amman, Jordan
Wasim Khalil Ali, The University of Jordan, Amman, Jordan
Rand H Al-Dmour, The Univeristy of Jordan, Amman, Jordan

- 61 **Factors That Influence Perceptions and Purchasing of Organic Produce by South African Consumers: A Literature Review**
Geraldene Fynn-Green, Durban University of Technology, Durban, South Africa
Roger B Mason, Durban University of Technology, Durban, South Africa
Andrea Giampiccoli, Durban University of Technology, Durban, South Africa

COPYRIGHT

The **International Journal of Customer Relationship Marketing and Management (IJCRMM)** (ISSN 1947-9247; eISSN 1947-9255), Copyright © 2019 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; Ulrich's Periodicals Directory