

REFERENCES

- Aaker, D. A., & Jacobson, R. (1994). The financial information content of perceived quality. *Journal of Marketing Research*, 31(2), 191–201.
- Abdul-Muhmin, A. G. (2005). Instrumental and interpersonal determinants of relationship satisfaction and commitment in industrial markets. *Journal of Business Research*, 58, 619-628.
- Abu Dhabi Securities Market*. (2008). Retrieved from Marketscreener:
<https://www.marketscreener.com/UNION-INSURANCE-COMPANY-P-12786957/company/>
- Analoui, B. D., Doloriert, C. H., & Sambrook, S. (2013). Leadership and knowledge management in UK ICT organizations. *Journal of Management Development*, 32(1), 4-17.
- Angel, F. V., & Manuel, J. S. (2005). The impact of marketing communication on price promotion on brand equity. *Journal of Brand Management*, 12(6), 431-444.
- Athley, R., & Burnside, R. (2007). In focus talent management: engaging and developing is key to the challenge. *Leadership in Action*, 27(4), 19-21. doi:10.1002/lia.1217
- Attridge, M. (2009, October 383-398). Measuring and managing employee work engagement: A review of the research and business literature. *Journal of Workplace Behavioral Health* , 24(4). doi:10.1080/15555240903188398
- Avolio, B. J., & Bass, B. M. (1995). Individual consideration viewed at multiple level of analysis: A multiple level framework for examining the diffusion of transformational leadership. *Leadership Quarterly*, 6, 199 - 218.
- Avolio, B. J., & Bass, B. M. (2004). Multifactor leadership questionnaire: Manual and sampler set. 3. Redwood City, CA: Mind Garden.
- Avolio, B. J., Zhu, W., Koh, W., & Bhatia, P. (2004a). Transformational leadership and organizational commitment: Mediating role of psychological empowerment and moderating role of structural distance. *Journal of Organizational Behavior*, 25, 951–968.
- Avolio, B., Gardner, W., Walumbwa, F., Luthans, F., & May, D. (2004b). Unlocking the mask: A look at the process by which authentic leader's impact follower attitudes and behaviours. *The Leadership Quarterly*, 15(6), 801-823.
- Balkundi, P., Kilduff, M., & Harrison, D. A. (2011). Centrality and charisma: Comparing how leader networks and attributions affect team performance. *Journal of Applied Psychology*, 96(6), 1209-1222.

- Bang, N., & Philipp, P. K. (2013). Exploring consumer perceptions of fairness towards retailers' marketing tactics. *Journal of Retailing and Consumer Services*, 20(3), 311-324.
- Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99-120.
- Barney, J. (1996). *Gaining and sustaining competitive advantage*. Addison-Wesley Publishing.
- Barringer, B. R., Jones, F. F., & Neubaum, D. O. (2005). A quantitative content analysis of the characteristics of rapid-growth firms and their founders. *Journal of Business Venturing*, 20, 664-685. doi:doi:10.1016/j.jbusvent.2004.03.004
- Bass, B. M. (1985). *Leadership and Performance Beyond Expectations*. The Free Press. New York.
- Bass, B. M., & Avolio, B. J. (1990). Developing trans-formational leadership: 1992 and beyond. *Journal of European Industrial Training*, 14, 21-27. Retrieved from <http://dx.doi.org/10.1108/03090599010135122>
- Bass, B. M., & Avolio, B. J. (1994). *Improving organizational effectiveness through transformation leadership*. Thousands Oaks: Sage Publications.
- Baumgarth, C. (2010). Living the brand: brand orientation in the business-to-business sector. *European Journal of Marketing*, 44(5), 653-671.
- Beck, T., & Webb, I. (2003). Economic, demographic and institutional determinants of life insurance consumption across countries. *The World Bank Economic Review*, 17(1), 51-88.
- Bengtsson, A., & Servais, P. (2005). Co-branding on industrial markets. *Industrial Marketing Management*, 34(7), 706-13.
- Bhardwaj, D. (2007). Relationship marketing in context to the IT industry. *The Journal of Business Perspective*, 11(2), 57-66.
- Birch, D. (1987). *Job Creation in America: How our Smallest Companies Put the Most People to Work*. NY: New York Press.
- Birch, D., Haggerty, A., & Parsons, W. (1993). *Gazelle Jobs Cognetics*. Boston MA.
- Bogler, R., & Nir, A. E. (2004). Organizational vision: the other side of the coin. 8(2), pp. 135-144.
- Bono, J. E., & Anderson, M. H. (2005). The advice and influence networks of transformational leaders. *Journal of Applied Psychology*, 90(6), 1306-1314.
- Bontis, N., & Fitz-enz, J. (2002). Intellectual capital ROI: a causal map of human capital antecedents and consequents. *Journal of Intellectual Capital*, 3(3), 223-247.

- Borden, N. (1964). The concept of the marketing mix. *Journal of Advertising Research*, 4(2), 2-7.
- Bordt, M., McVey, J., & Short, A. (2005). *Characteristics of firms that grow from small to medium size: industrial and geographic distribution of small high-growth firms*. Science, Innovation and Electronic Information Division. Ottawa: Statistics Canada.
- Brooksbank, R. (1994). *The anatomy of marketing positioning strategy: Marketing intelligence & planning*. MCB UP Ltd. Retrieved from <https://doi.org/10.1108/02634509410060695>
- Bryant, S. E. (2003). The role of transformational and transactional leadership in creating, sharing and exploiting organizational knowledge. *Journal of Leadership & Organizational Studies*, 9(4), 32-44.
- Bucklin, L. P., & Sengupta, S. (1993). Organizing successful alliances co-marketing. *Journal of Marketing*, 57(2), 32-46.
- Burns, P., & Harrison, J. (1996). *Growth in Small Business and Entrepreneurship* (2nd ed.). Macmillan Press Ltd.
- Bush, C. G., & Vanderwerf, P. A. (1992). Comparison of methods and sources for obtaining estimates of new venture performance. *Journal of Business Venturing*, 7(2), 157-170.
- Capon, N., & Hulbert, J. (2007). *Managing Marketing in the 21st Century: Developing & Implementing the Marketing Strategy*. Bronxville, NY: Wessex Publishing.
- Carmeli, A., Gelbard, R., & Reiter-Palmon, R. (2013). Leadership, creative problem solving capacity and creative performance: the importance of knowledge sharing. *Human Resource Management*, 52(1), 95-122.
- Cartwright, S., & Baron, H. (2002). *Culture and organizational effectiveness: the role of psychology*, edited by Ivan Robertson, Militza Callinan. Chichester, NY: Wiley.
- Central Bank of the UAE. (2017). *Annual Report*. Abu Dhabi: Central Bank of the UAE. Retrieved from https://www.centralbank.ae/sites/default/files/2018-10/CBUAEAnnualReport-2017_En.pdf
- Chakrabarti, A. K. (1990). Scientific output of small and medium size firms in high tech industries. *IEEE Transactions on Engineering Management*, 32(1), 48-52.
- Chen, L. Y., & Barnes, F. B. (2006). Leadership behaviors and knowledge sharing in professional firms engaged in strategic alliances. *Journal of Applied Management and Entrepreneurship*, 11(2), 51-70.
- Clemes, M. D., Gan, C., & Zhang, D. (2010). Customers switching behavior in the Chinese retail banking industry. *International Journal of Bank Marketing*, 28(7), 519-546.
- Colgate, M., & Hedge, R. (2001). An investigation into the switching process in retail banking services. *International Journal of Bank Marketing*, 19(5), 201-212.

- Collings, D. G., & Mellahi, K. (2009). Strategic talent management: a review and research agenda. *Human Resource Management Review*, 19(4), 304-313.
- Conger, J. A. (2014). Addressing the organizational barriers to developing global leadership talent. *Organizational Dynamics*, 43(3), 198-204.
doi:<https://doi.org/10.1016/j.orgdyn.2014.08.006>
- Consuegra, M. D., Molina, A., & Esteban, A. (2007). An integrated model of price, satisfaction, and loyalty: an empirical analysis in the service sector. *Journal of Product and Brand Management*, 16(7), 459–468.
- Coye, R. W. (2004). Managing customer expectations in the service encounter. *International Journal of Service Industry Management*, 15(4), 54-71.
doi:<https://doi.org/10.1108/09564230410523330>
- Cunningham, W. H., & Robertson, T. S. (1983). From the editor. *Journal of Marketing*, 47(2), 5-6. Retrieved from <https://doi.org/10.1177/002224298304700201>
- Deeds, D. L., De Carolis, D., & Coombs, J. (1999). Dynamic capabilities and new product development in high technology ventures: an empirical analysis of new biotechnology firms. *Journal of Business Venturing*, 15(3), 211–229.
- Department of Economic Studies and Policies. (2017). *Annual Economic Report*. Department of Economic Studies and Policies, Ministry of Economy. Abu Dhabi: Government of UAE. Retrieved 2019, from www.economy.ae
- Dharmasiri, A. (2015). *HRM for Managers* (2nd ed.). Colombo: Print Wave (Pvt) Ltd.
- Doorley, T. L., & Donovan, J. M. (1999). *Value-creating growth*. San Francisco Jossey-Bass.
- Drucker, P. (1974). *Management: Tasks, responsibilities, practices*. New York: HarperCollins.
- Duchesneau, D., & Gartner, W. (1990). A profile of new venture success and failure in an emerging industry. *Journal of Business Venturing*, 5(5), 297-312.
- Duncan, T. (1985). *A study of how manufacturers and service companies perceive and use marketing public relations*. Muncie, Indiana: Ball State University.
- Dunkelberg, W., Cooper, A., Woo, C., & Dennis, W. (1987). New firm growth and performance. *Frontiers of Entrepreneurship Research*. Boston: Frontiers of Entrepreneurship Research.
- Dunne, P., & Hughes, A. (1994). Age, size, growth and survival: UK companies. *The Journal of Industrial Economics*, 42(2), 115-140.
- Dvir, T., Eden, E., Avolio, B. J., & Shamir, B. (2002). Impact of transformational leadership on follower development and performance. *Academy of Management Journal*, 45(4), 735–744.

- Feeser, H. R., & Willard, G. E. (1990). Founding Strategy and Performance: A Comparison of High and Low-Growth High Tech Firms. *Strategic Management Journal*, 11(2), 87-98.
- Feindt, S., Jeffcoate, J., & Chappell, C. (2002). Identifying success factors for rapid growth in SME E-commerce. *Small Business Economics*, 19(1), 51-62.
- Fischer, E., & Reuber, R. (2003). Support for rapid-growth firms: a comparison of the views of founders, government policymakers, and private sector resource providers. *Journal of Small Business Management*, 41(4), 346-365.
- Flint, D. J., Blocker, C. P., & Boutin Jr, P. J. (2011). Customer value anticipation, customer satisfaction and loyalty: an empirical examination. *Industrial Marketing Management*, 40(2), 219-230.
- Gerrard, P., & Cunningham, J. B. (2004). Consumer switching behavior in the asian banking market. *Journal of Service Marketing*, 18(3), 215-223.
- Ghosh, M., & John, G. (2009). When should original original equipment manufactures use branded componenet with suppliers. *Journal of Marketing Research*, 46(5), 597-611.
- Gillespie, K., & Hennessey, H. (2016). *Global marketing* (4th ed.). New York: Routledge.
- Glen, C. (2007). *Fostering talent opportunity: getting past first base* (Vol. 23). doi:10.1108/02580540710824220
- Gomes, A. R. (2014). *Transformational leadership: Theory, research, and application to sports*. Nova Science Publishers. Retrieved from <http://www.sciencedirect.com/science/article/pii/S1471015311001140>
- Gounaris, S., Stathakopoulos, V., & Athanassopoulos, A. (2003). Antecedents to perceived service quality: an exploratory study in the banking industry. *International Journal of Bank Maketing*, 21(4), 168-190.
- Gronroos, C. (1983). *Strategic management and marketing in the service sector*. Marketing Science Institute, Cambridge.
- Gronroos, C. (1987). Developing the service offering: a source of competitive advantage. *American Marketing Association*, 8, 81-85.
- Gronroos, C. (1994). From marketing mix to relationship marketing: towards a paradigm shift in marketing. *Australian Marketing Journal*, 32(2), 4-20. doi:[https://doi.org/10.1016/S1320-1646\(94\)70275-6](https://doi.org/10.1016/S1320-1646(94)70275-6)
- Haas, A., Snehota, I., & Corsaro, D. (2012). Creating value in business relationships: the role of sales. *Industrial Marketing Management*, 41(1), 94-105.
- Hambrick, D. C., & Crozier, L. M. (1985). Stumblers and stars in management of rapid growth. *Journal of Business Venturing*, 1(1), 31-45.

- Harrison, J., & Taylor, B. (1997). *Supergrowth Companies*. Oxford: Reed Educational and Professional Publishing.
- Herman, R. D., & Heimovics, R. D. (1990, June). An investigation of leadership skill differences in chief executives. 2, 107-124. Retrieved from <https://doi.org/10.1177/027507409002000204>
- Hofer, C. W., & Schendel, D. E. (1978). *Strategy formulation: Analytical concepts*. St. Paul: West Publishing Co.
- House, R. J., & Shamir, B. (1993). Toward the integration of transformational, charismatic, and visionary theories. *Organization Science*, 4(4), 577-594.
- Insurance Authority . (2014). *Financial Regulations for Insurance Companies*. Boad Resolution , Department of Finance, United Arab Emirates. Retrieved from <https://ia.gov.ae/en/Documents/Financial%20Regulations%20for%20Insurance%20Companies.pdf>
- Insurance Authority. (2017). *Annual Report - Activity of Insurance Sector in UAE*. Abu Dhabi: Insurance Authority.
- Ismail, A., Halim, F. A., Munna, D. N., Abdullah, A., Shminan, A. S., & Muda, A. L. (2009). The mediating effect of empowerment in the relationship between transformational leadership and service quality. *Journal of Business Management*, 4(4), 3-12.
- Johannisson, B. (1990). Economies of overview: guiding the growth firms. *International Business Journal*, 9(1), 32-40.
- Joubert, D. (2007). *Talent management: deliberate practice for success* (1st ed.). Randburg: Knowres Publishing.
- Jung, D. I., Chow, C., & Wu, A. (2003, August). The role of transformational leadership in enhancing organizational innovation: Hypotheses and some preliminary findings. *The Leadership Quarterly*, 14, 525-544.
- Keen, C., & Etemad, H. (2012). Rapid growth and rapid internationalization. *Management Decision*, 50(4), 569-590. doi:doi.org/10.1108/00251741211220138
- Keller, K. L. (1998). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Upper Saddle River, NJ: Prentice-Hall.
- Kim, W. C., & Mauborgne, R. (1997). Value innovation: the strategic logic of high growth. *Harvard Business Review*, 75(1), 103-112.
- Kirzner, I. (1973). *Competition and Entrepreneurship*. University of Chicago, Chicago, II.
- Knight, G., Madsen, T. K., & Servais, P. (2004). An inquiry into born-global firms in Europe and the USA. *International Marketing Review*, 21(6), 645 - 665.

- Kolvereid, L. (1992). Growth aspirations among Norwegian entrepreneurs. *Journal of Business Venturing*, 7(3), 209–222.
- Kotler, P. (1976). *Marketing Management* (3rd ed.). Englewood Cliffs, New Jersey: Prentice-Hall.
- Kotler, P. (2000). *Marketing management* (Millenium ed.). New Delhi: Prentice-Hall.
- Kotler, P., & Keller, K. (2012a). *Marketing management* (14th ed.). Upper Saddle River, NJ: Pearson, Prentice Hall.
- Kotler, P., & Keller, K. (2012b). *Marketing management* (14th ed.). Upper Saddle River, NJ: Pearson, Prentice Hall.
- Kotler, P., Keller, K. L., Sivaramakrishnan, S., & Cunningham, P. H. (2013). *Marketing Management* (14th ed.). Canada: Pearson Education.
- Kotter, J., & Sathe, V. (1978). Problems of Human Resource Management in Rapidly Growing Companies. *California Management Review*, 21(2), 29–36.
- Krishna, R., & Sahoo, K. (2016). HRD interventions, employee competencies and organizational effectiveness: an empirical study. *European Journal of Training and Development*, 40(5), 345-365. doi:<https://doi.org/10.1108/EJTD-02-2016-0008>
- Lawler, E. E., & Ledford, G. E. (1997). *New approaches to organizing: competencies, capabilities, and the decline of the bureaucratic model*. New York: John Wiley & Sons.
- Lawrence, R. Z. (2008). International organizations: the challenge of aligning mission, means and legitimacy. *World Economy*, 31(11), 1455-1470.
- Lewis, R. E., & Heckman, R. J. (2006). Talent management: a critical review. *Human Resource Management Review*, 16(2), 139-154.
- Lo, M. C., Ramayah, T., Min, H. W., & Songan, P. (2010). The relationship between leadership styles and organizational commitment in Malaysia: Role of leader-member exchange. *Asia Pacific Business Review*, 79-103. Retrieved from <https://doi.org/10.1016/j.sbspro.2013.12.591>
- Lo, M.-C., Ramayah, T., Min, H. W., & Songan, P. (2010, March 24). The relationship between leadership styles and organizational commitment. *Asia Pacific Business Review*. doi:10.1080/13602380903355676
- Loon, M., Lim, T. M., Lee, T. H., & Tam, C. L. (2012). Transformational leadership and job related learning. *Management Research Review*, 35(4), 192-205. doi:<https://doi.org/10.1108/01409171211210118>
- Lovelock, C. H. (1983). Classifying services to gain strategic marketing insights. *Journal of Marketing*, 47, 9-20.

- Lovelock, C., Patterson, P., & Walker, R. (2001). *Services marketing :An asia-pacific perspective seconded*. Englewood Cliffs, New Jersey: Prentice Hall.
- Low, S. (2012). Room for improvement. *European Financial Management Association Journal*, 23(3), 58-61.
- Manteklow, J. (2011). *Forming, storming, norming, and performing*. Retrieved from MindTools: http://www.mindtools.com/pages/article/newLDR_86.htm
- Markman, G., & Gartner, W. (2002). Is extraordinary growth profitable? A study of Inc. 500 high growth companies. *Entrepreneurship Theory and Practice*, 27(1), 65-75.
- Markovic, R. M. (2008). Managing organizational change and culture in the age of globalization. *Journal of Business Economics and Management*, 9(1), 3-11.
- Martin-Consuegra, D., Molina, E., & Esteban, A. (2007). An integrated model of price, satisfaction, and loyalty: an empirical analysis in the service sector. *Journal of Product & Brand Management*, 16(7), 459-468.
- Mason, C., & Brown, R. (2013). Creating good public policy to support high growth firms. *Small Business Economics*, 40, 211-225.
- McCarthy, E. J. (1960). *Basic marketing: A managerial approach*. Homewood, IL: Richard D. Irwin. Inc.
- McCauley, C., & Wakefield, M. (2006). Talent management in the 21st century. *The Journal of Quality & Participation*, 29(4), 4-7.
- McKinnon, R. I. (1973). *Money and Capital in Economic Development* (Vol. 2). Washington DC: The Brookings Institution.
- Miller, G. (1990). The assessment of clinical skills, competence and performance. *Academic Medicine*, 65(9), 64-67.
- Milliman. (2017). *Market Monitor UAE - Preliminary Insurance Disclosures*. Dubai.
- Mintzberg, H. (1987). Crafting strategy. *Harvard Business Review*, 65(3), 66-75.
- Mohammad, H., Dorosti, A., Rahnama, A., & Hoseinpour, A. (2012). Evaluation of factors affecting customer loyalty. *African Journal of Business Management*, 6(14), 5039-5046. doi:10.5897/AJBM11.2765
- National Commission on Entrepreneurship. (2001). *High Growth Companies: Mapping America's Entrepreneurial*. Washington DC.
- Nel, P. S., Gerber, P. D., Van Dyk, P. S., Haasbroek, G. D., Haasbroek, H. B., Sono, T., & Werner, A. (2004). *Human resource management* (6 ed.). Cape Town: Oxford University Press.

- Ng, I., Parry, G., Smith, L., Maull, R., & Briscoe, G. (2012). Transitioning from a goods-dominant to a service-dominant logic: visualizing the value proposition of rolls-royce. *Journal of Service Management*, 23(3), 416–439.
- Nicholls-Nixon, C. (2005). Rapid growth and high performance: The entrepreneur's impossible dream. *Academy of Management Perspective*, 19(1), 1-13.
- Northouse, P. (2006). *Leadership: theory and practice* (4th ed.). Thousand Oaks, CA: Sage Publications.
- Northouse, P. G. (2001). *Leadership Theory and Practice* (2nd ed.). Thousand Oaks: Sage Publications Inc.
- O'Loughlin, D., & Szmigin, L. (2006). Customer relationship typologies and the nature of loyalty in Irish retail financial services. *Journal of Marketing Management*, 22, 267-293.
- OECD. (2008). *Measuring Entrepreneurship*. Organizational for Economic Co-operation and Development, Paris.
- Ohnemus, L. (2009). B2B branding: a financial burden for shareholders? *Business Horizons*, 52(2), 159-166.
- Panagopoulos, N., & Dimitriadis, S. (2009). Transformational leadership as a mediator of the relationship between behavior-based control and salespeople's key outcomes. *European Journal of Marketing*, 43(7/8), 1008-1031. Retrieved from <https://doi.org/10.1108/03090560910961498>
- Pathmarajah, A. (1991). Creativity in relationship marketing. *The Singapore Maketer*, 1(1), 14-17.
- Peter, J. W., & Zeng, M. (2009). Value for money strategies for recessionary times. *Harvard Business Review*, 87(3), 66-74.
- Plecher, H. (2019). *Gross domestic product (GDP) growth of the United Arab Emirates 2012-2017*. Retrieved 2019, from Statista: <https://www.statista.com/statistics/297772/uae-gross-domestic-product-change-percent/>
- Powell, M., & Lubitsh, G. (2007). Courage in the face of extraordinary talent: why talent management has become a leadership issue. *Strategic HR Review*, 6(5), 24-27. doi:<https://doi.org/10.1108/14754390980000998>
- Rathmell, J. M. (1974). *Marketing in service sector*. Cambridge, MA : Winthrop Publishers.
- Robson, G., Gallagher, C., & Daly, M. (1993). Diversification strategy and practice in small firms. *International Small Business Journal*, 11(2), 31-40.
- Roure, J. B., & Keeley, R. H. (1990). Predictors of success in new technology based ventures. *Jornal of Business Venturing*, 5(4), 201–220.

- Rushton, A. M., & Carson, D. J. (1985, March). The marketing of services: Managing the intangibles. *European Journal of Marketing*, 19(3), 19-40.
- Santouridis, I., & Kyritsi, M. (2014). Investigating the determinants of internet banking adoption in Greece. *Procedia Economics and Finance*, 501-510.
- Sauer, N., & Kauffeld, S. (2015). The ties of meeting leaders: A social network analysis. *Journal of Social Psychology*, 6, 415-434. doi:10.4236/psych.2015.64039
- Schumpeter, J. A. (1934). *The Theory of Economic Development*. Harvard University. Cambridge, MA: Harvard University Press.
- Shanker, R. (2002). *Services marketing, the indian perspective*. New Delhi: Excel Books.
- Simic, I. (1998). Transformational leadership: The key to successful management of transformational organizational changes. *Facta Universitatis*, 1(6), 49-55.
- Simoes, C., & Dibb, S. (2001). Rethinking the brand concept: new brand orientation. *Corporate Communications: An International Journal*, 6(4), 217-224. doi:https://doi.org/10.1108/13563280110409854
- Singer, B. (1995). Contours of development. *Journal of Business Venturing*, 10(4), 303-329.
- Singh, M. (2012). Marketing mix of 4P's for competitive advantage. *IOSR Journal of Business and Management*, 3(6), 40-45.
- Sjodin, C., & Kristensson, P. (2012). Customers' experiences of co-creation during service innovation. *International Journal of Quality and Service Sciences*, 4(2), 189-204.
- Skowron, L., & Kristensen, K. (2012). The impact of the recent banking crisis on customer loyalty in the banking sector, developing versus developed countries. *TQM Journal*, 24(6), 480-497. doi:10.1108/17542731211270052
- Smallbone, D., Leig, R., & North, D. (1995). The characteristics and strategies of high growth SMEs. *International Journal of Entrepreneurial Behaviour & Research*, 1(3), 44-62.
- Smith, M., & Robertson, L. (1992). *Assessing competencies, designing and achieving competency: a competency based approach to developing people and organisations*. Berkshire, England: McGraw-Hill.
- Snell, R. S., Yi, Z., & Chak, A. M. (2013). Representational predicaments for employees: Their impact on perceptions of supervisors. *International Journal of Human Resource Management*, 24(8), 1646-1670.
- Sosik, J. J., & Godshalk, V. M. (2000, June). Leadership styles, mentoring functions received, and job-related stress: A conceptual model and preliminary study. *Journal of Organizational Behavior*, 21(4), 365-390. Retrieved from 10.1002/(SICI)1099-1379(200006)21:4<365::AID-JOB14>3.0.CO;2-H

- Spenner, P., & Freeman, K. (2013). To keep your customers, keep it simple. *Engineering Management Review*, 41(3), 61-72.
- Spreitzer, G. M. (2003). *Leadership development in the virtual workplace*. NJ: Laurence Erlbaum Associates.
- Stephenson, E., & Pandit, A. (2008). How companies act on global trends: a McKinsey global. McKinsey, Boston.
- Steven, D. (2009). *Emerging Sales Trends*. Retrieved from <http://www.drewstevensconsulting.com/freestuff>
- Stock, G. N., Greis, N. P., & Fischer, W. A. (2001). Absorptive capacity and new product development. *Journal of High Technology Management Research*, 12(1), 77-91.
- Storey, D., Watson, R., & Wyncarczyk, P. (1988). *Fast Growth Small Business: Case Studies of Small & Medium Firms in the North-East of England*. Department of Employment, London.
- Taherdoost, H., Sahibuddin, S., & Jalaliyoon, N. (2014). Features' evaluation of goods, services and e-services; electronic service characteristics exploration. *Procedia Technology*, 12, 204-211. doi:<https://doi.org/10.1016/j.protcy.2013.12.476>
- Tarique, I., & Schuler, R. S. (2010). Global talent management: Literature review, integrative framework, and suggestions for further research. *Journal of World Business*, 45(2), 122-133. doi:<http://dx.doi.org/10.1016/j.jwb.2009.09.019>
- Thompson, A., Peteraf, M., Gamble, J., Strickland III, A., & Jain, A. (2014). *Crafting & executing strategy* (19 ed.). Chennai, India: McGraw Hill Education.
- Tichy, N. M., & Ulrich, D. O. (1984). *The Leadership Challenge – A Call for the Transformational Leader*. CA: Thomson-Wadsworth, Belmont.
- Trendsetter Barometer. (2000, March 13). *PricewaterhouseCoopers Consulting*.
- Turner, J. R., & Müller, R. (2005). The project manager's leadership style as a success factor on projects: A literature review. *Project Management Journal*, 36(2), 49-61.
- Ulrich, D. (1998). Intellectual capital, competence & commitment. *California Management Review*, 39(2), 15-30.
- Urde, M. (1999). Brand orientation: a mindset for building brands into strategic resources. *Journal of Marketing Management*, 15(1/3), 117-133.
- Verhees, F., & Meulenbergh, M. (2004). Market orientation, innovativeness, product innovation and performance in small firms. *Journal of Small Business Management*, 42, 134 -154.
- Wernerfelt, B. (1984). A resource based view of the firm. *Strategic Management Journal*, 5(2), 171-180.

- Wicks, D. (2017). What causes an increase in the percentage of return on assets? *Accounting*. Retrieved from Bizfluent: <https://bizfluent.com/info-12012233-causes-increase-percentage-return-assets.html>
- Wong, H. Y., & Merrilees, B. (2008). The performance benefits of being brand-oriented. *Journal of Product & Brand Management*, 17(6), 372-383.
- Xanthopoulou, D., Heuven, E., Demerouti, E., Bakker, A. B., & Schaufeli, W. B. (2008). Working in the sky: A diary study on work engagement among flight attendants. *Journal of Occupational Health Psychology*, 13, 345–356.
- Yammarino, F. J., & Bass, B. M. (1990). Transformational leadership and multiple levels of analysis. *Human Relations*, 43, 975-995.
- Yang, Y. F. (2012). Service capabilities and customer relationship management: an investigation of the banks in Taiwan. *Service Industries Journal*, 32(6), 937-960.
- Youndt, M. A., Subramaniam, M., & Snell, S. A. (2004). Intellectual capital profiles: an examination of investments and returns. *Journal of Management Studies*, 41(2), 93-121. doi:<https://doi.org/10.1111/j.1467-6486.2004.00435.x>
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52, 2-22.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2009). *Services Marketing: Integrating customer focus across the firm* (7th ed.). New York, USA: McGraw-Hill.
- Zineldin, M. (2000). Towards an ecological collaborative relationship management. *European Journal of Marketing*, 32(11/12), 1138-1164.