



Arabian Journal of Business & Management Review (Oman chapter)

Publisher: Sohar University of Oman and ZARSMI, UAE
An Online Open Access Monthly Journal

ISSN: 2223-5833
Vol. 5, No. 7
February, 2016

This Issue Contains:

Sr. NO	Title	P
1	IMPACT OF PERFORMANCE APPRAISAL ON EMPLOYEES MOTIVATION IN ISLAMIC BANKING <i>Sobia Saeed and Faiza Maqbool Shah</i>	1-8
2	CAREER IN MASS COMMUNICATION: OPPORTUNITIES AND RESPONSIBILITIES <i>Muhammad Kabir Yusuf PhD</i>	9-13
3	THE EFFECTS OF ORGANIZATIONAL INTELLIGENCE AND CREATIVITY ON TECHNOLOGICAL INNOVATION: A CASE STUDY OF THE MANUFACTURING FIRMS IN IRAN <i>Mojtaba Norozi Chegani</i>	14-34
4	THE EFFECTS OF MARKETING TRAININGS ON EMPLOYEES' EMPOWERMENT AND EFFICIENCY BY APPLICABILITY OF LEARNING IN REAL ORGANIZATIONAL ENVIRONMENT: A CASE STUDY OF BRANCHES OF MELLI BANK IN GUILAN PROVINCE <i>Mousa Gilaniniay Soumehsaraei and Shahram Gilaninia</i>	35-46
5	THE AFFECTION EVALUATION OF SERVICE QUALITY THROUGH THE USAGE OF KNOWLEDGE MANAGEMENT FACTORS ON CUSTOMER LOYALTY: THE CASE STUDY OF INSURANCE INDUSTRY IN GUILAN PROVINCE <i>Elham Roohi, Shahram Gilaninia and Mohammad Taleghani</i>	47-64
6	A CO-INTEGRATION ANALYSIS OF PAKISTAN STOCK MARKET WITH ASIAN PACIFIC MARKETS <i>Muhammad Ehsan Javaid Leghari and Saira Ishfaq</i>	65-75
7	GCC STOCK MARKET FINANCIAL CENTER CLASSIFICATION USING FAM FINANCIAL ATTRACTIVENESS MODEL <i>Hanadi Taher</i>	76-89