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Strategic Dominance and Its Role in Reducing Consumer Arrogance (An Analytical Study of the Opinions of a Sample of Workers in Electronic Product Sales Centers in Najaf Governorate)

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Abstract: The current study explores the relationship between two main variables: strategic dominance in its dimensions (strategic rules, organizational power, strategic maneuvering, strategic sovereignty) and consumer arrogance in its dimensions (image-based consumption, consumer bragging, incentive-based purchases, consumer sense of superiority), through a survey of the opinions of a sample of workers in electronic product sales centers in Najaf Governorate. The researcher used the homogeneous intentional sample method. To achieve this goal, the questionnaire was used as a main tool to collect the required data. The questionnaire was distributed to (180) workers from the community under study. After reviewing it, the number of questionnaires valid for statistical analysis reached (172) questionnaires, out of the number of retrieved questionnaires, which amounted to (176) questionnaires. It was statistically analyzed using the programs (SPSS.28) and (AMOS.V.26), and the results showed the presence of a significant effect and correlation between strategic dominance in reducing consumer arrogance. The results reached by the current study are an attempt to reduce or bridge the knowledge gap between the study variables of strategic dominance and consumer arrogance. The study recommends that the administrations of electronic product sales centers in Najaf under study should adopt the components of strategic dominance and the new ideas it includes in the research and development department and encourage them, and enable workers to provide new ideas and involve them in the decision-making process, which contributes to reducing consumer arrogance. It also calls on researchers to conduct more future studies and research within the scope of the current study variables in the Iraqi organizational environment or environments in other countries.

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Keywords: strategic dominance, consumer arrogance, electronic product sales centers in Najaf Governorate

1. Introduction

Rapid, unstable and volatile changes pose a set of challenges to the business environment around the world. These include digital developments that have created generations of consumers who are characterized by the dynamism of tastes, desires and needs, and who view themselves with greater superiority and arrogance in their relationships with others, which stimulates dark negative traits of people including

consumer arrogance, which is considered one of the dark behaviors that negatively impact business organizations, their employees and their performance.

The new and constantly evolving technology in the field of digital electronic devices and tablets has enabled consumers to have unlimited access to information, products and services provided by organizations around the world. Reducing these negative consumer behaviors, including consumer arrogance, requires some other active elements, the most important of which is what is called (strategic dominance), which would build barriers against competitors, enhance the immunity of the organization's marketing activities and operations, and create a brand strength that starts from the organization's internal environment, which contributes to combating threats in the markets, building positive interactions for the organization with markets, competitors, and consumers, and winning all parties on its side to achieve a state of internal and external balance, which harnesses its strengths in exploiting opportunities and investing them to attract arrogant consumers and change their negative attitudes to attitudes that include satisfaction and loyalty to the brand.

In this context, the researcher was able to formulate the problem for the current study after reviewing previous studies and after presenting a set of ideas that explained the nature of the relationship between the variables of the current study, which are: (strategic dominance, consumer arrogance). From the problem of the current study, several questions branched out that inquire about the nature of the relationship between the study variables in the centers selling electronic products in the Najaf Governorate. In order to answer these questions, several objectives were identified for the current study, which it seeks to achieve by relying on a set of information and facts, and to determine the nature of the relationship between the variables of the current study. By relying on the results of the statistical analysis, the current study was able to reach a set of conclusions that clarified the relationship between the study variables and a set of recommendations.

2. Materials and Methods

The scientific methodology of the study

The problem of the study

To verify the problem of the research, the researcher did the following:

1. Conducting unstructured interviews with managers and heads of marketing departments in electronic product sales centers in Najaf under study, with (5) interviews with (9) people and a duration ranging from (15 minutes) to (25 minutes) for the purpose of extrapolating their opinions and knowing the problems facing the centers under study.
2. The interviews included the application of a questionnaire (survey form) which aims to know the current problems facing the electronic product sales centers under study.
3. By extrapolating the results of the interviews, the results showed that the centers face negative behaviors by consumers represented in (consumer arrogance) as one of the obstacles that cause harm to the organization and the individuals working in it, who are in direct contact with consumers, in addition to the weakness in developing appropriate mechanisms to confront or deal with them.
4. After referring to some previous studies theoretically, some studies such as (Ruvio and Shoham, 2016; Balikioglu and Arslan, 2019) confirmed the existence of consumer arrogance as one of the contemporary problems whose negative effects cannot be ignored, and which business organizations face at the present time, as a result of the rapid technological developments taking place in the electronic products sector, and the increase in consumer requirements, and their ability to access information and products easily. From the above, it became clear that the centers under study face the problem of dealing

with consumer arrogance, with the existence of scarcity. In previous studies interested in addressing this problem, which has become the centers selling electronic products in Najaf under study facing it recently, in addition to the existence of a relationship between the strategic dominance of these centers in the markets and reducing the negative behaviors of consumers that may face represented by consumer arrogance, and from here and in light of the problem of the study with its theoretical and applied aspects, the need arose to move forward to prepare the current study and link the variables with each other represented by (strategic dominance and consumer arrogance).

Based on the problem of the study, the current study poses several questions as follows:

1. Do the centers selling electronic products in Najaf seek to reduce consumer arrogance through strategic dominance?
2. What is the level of consumer arrogance in the centers selling electronic products in Najaf under study?
3. What is the relationship between strategic dominance and consumer arrogance in the centers selling electronic products in Najaf under study?
4. To what extent does strategic dominance affect reducing consumer arrogance?

The importance of the study

All research and academic studies have the added benefit and enrichment of the practical aspect at various levels, and the current study is only a complement to the intellectual outputs of researchers and their previous studies, and its importance lies in two main aspects, which are the theoretical aspect and the practical aspect, as follows:

1. Importance at the cognitive level

- A. The study provides theoretical research evidence on the challenges facing business organizations in confronting the negative consumer behaviors of the arrogant consumer.
- B. Many local studies still marginalize the negative behavior of consumer arrogance as one of the most important contemporary factors and challenges imposed by the rapid technological developments that negatively affect the organization and the individuals working in it.

2. Importance at the applied level

- A. The possession of electronic product sales centers in Najaf Al-Ashraf the ability to develop appropriate strategies to deal with consumer arrogance will allow them the opportunity to achieve positive benefits that benefit the organization and its employees by obtaining an appropriate market share and enhancing its brand.
- B. The ability of the managements of electronic product sales centers in Najaf to implement the methods through which their marketing dominance is stimulated enables them to achieve rapid adaptation to the changing conditions of their environment, benefit from their experiences, renew their marketing activities, and enhance the immunity of their brand, which limits the negatives of the arrogant consumer.
- C. Reducing negative consumer behaviors as one of the most important plans of electronic product sales centers provides an action plan intended to confront any similar behaviors that affect future work performance.

Study objectives

Based on the study problem and its questions, the main objective of this study lies in the role played by strategic dominance in reducing consumer arrogance through strategic dominance. From the main objective, the sub-objectives of the study can be derived as follows:

1. Clarifying the level of endeavor of electronic product sales centers in Najaf under study in reducing consumer arrogance through strategic dominance.
2. Knowing the level of consumer arrogance in electronic product sales centers in Najaf under study.
3. Finding the relationship between strategic dominance and consumer arrogance in electronic product sales centers in Najaf under study.
4. Knowing the extent of the impact of strategic dominance in reducing consumer arrogance.

The study population and its sample

First: An overview of the centers for selling electronic products in Najaf Al-Ashraf under study

1. Al-Rassan Electronics: It is considered one of the most important leading centers in the field of electronics in the Najaf Governorate. It is located on Al-Ghadeer Street. It was established in 2005. It works to provide the best modern electronic products, including mobile phones, tablets, and computers, with its latest releases to consumers. It aims to provide the best services in light of digital development. With the employment of the best competencies in the Hardware and Software business, it owns numerous agencies. It provides a variety of electronic brands, such as Infinix, Techno, Xiaomi, Apple, HP, Samsung, and Acer.

2. Al-Arabiya Mobile Phones Trading: It is considered one of the most important and leading centers in the field of modern electronics trading. The center was established in 2010 on Al-Ghadir Street / Najaf Governorate. The center's goals are to provide the best modern electronic products to consumers at the best prices in exchange for providing high-quality phones. The center is an agent for the brands Infinix, Techno, and Xiaomi and the main distributor of Techno and Infinix devices in Najaf.

3. Al-Gharabi: One of the leading centers in the field of electronics, which was established on September 20, 2012, in Al-Ghadeer Street / Najaf Governorate, which aims to provide the best electronic products with the latest releases on an ongoing basis to consumers. The center is considered one of the first centers that provided most of the brands, including Infinix. And Techno, Xiaomi, and iPhone.

4. Al-Awal Computers: One of the leading centers in the field of electronics, computers, and accessories. The center is located in the Al-Adala neighborhood/Al-Najaf Al-Ashraf. It was established on July 20, 2015, and has gained a good reputation in the field of electronics. It aims to provide the best products and services to consumers, including warranty and maintenance, and provide the best brands. Commercial, the center provides a group of leading brands in the field of electronics such as HP, Samsung, Acer, and Apple, and keeps pace with providing their latest releases.

Second: The study population

Centers for selling electronic products were chosen in the Al-Najaf Governorate, where the number of centers studied was (4), to apply the study practically in a private commercial sector and to test its hypotheses in a realistic Iraqi environment, and because of the great importance that the studied sales centers occupy in providing the Najafi community with what they need and meet their desires. Of electronic products of all kinds, which constitute an essential support in the development of the Iraqi economy in general and the Holy Najaf Governorate in particular and the study population represented the number of its employees is (290) people from (senior and middle management, officials or employees of the marketing or direct sales departments). The following equation, which was mentioned by Thompson (2012: 59), was utilized in order to find the sample size in order to determine the proper sample size. The equation is as follows:

$$n = \frac{N \times p(1-p)}{[(N-1) \times (d^2 \div z^2)] + p(1-p)}$$

N = is the extent of the community.

d = percentage error, equal to 5%

p = ratio of property availability and neutrality = 0.50

z = standard score corresponding to the significance level of 0.95 and equal to 1.96

It was determined that the optimal sample size was a minimum of (166) employees. Consequently, (180) questionnaires were distributed to a random sample. After the retrieval of (176) questionnaires, it was determined that the number of questionnaires suitable for statistical analysis was (172), which is a sufficient number. In an effort to accurately represent the society. In accordance with the data below:

Table 1. Response of the studied sample members

the condition	Spreader	Non-refundable	Invalid	suitable for analysis
the number	180	4	4	172
percentage	100.0%	2.22%	2.22%	95.56%

The study sample obtained different characteristics, both in terms of demographic characteristics, which were (gender, job position, years of service, academic achievement), as follows:

Table 2. Personal information for the study sample

The humankind	Repetition	The ratio
Male	134	77.9
Feminine	38	22.1
the total	172	100
Career Center	Repetition	The ratio
Center manager	15	8.7
Department official	29	16.9
Sales Officer	98	57.0
sales representative	30	17.4
the total	172	100
Years of service	Repetition	The ratio
Three years and less	45	26.2
From 3-6 years	92	53.5
Seven years and above	35	20.3
Three years and less	45	26.2
the total	172	100
Academic achievement	Repetition	percentage
Preparatory school and below	14	8.1
Diploma	58	33.7
Bachelor's	70	40.7
Postgraduate degrees	30	17.4
Total	172	100.0

Hypothetical outline of the study

In order to effectively analyze and interpret the study results, a dynamic model was built to translate the research idea into a practical framework. This model represents an expressive image of the research idea.

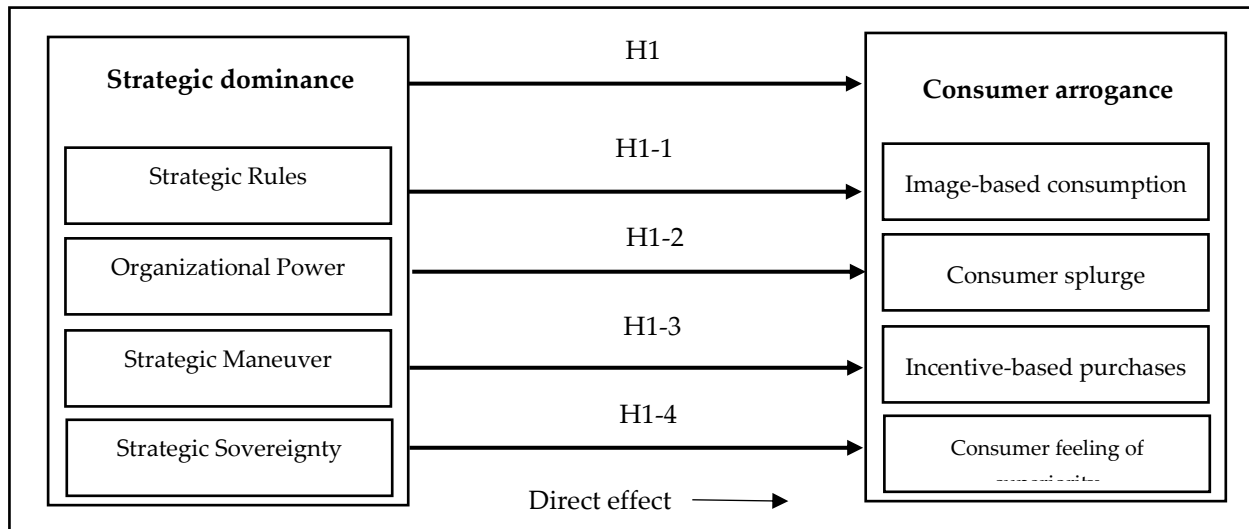


Figure 1. The hypothetical plan of the study

Source: Prepared by the researcher based on the literature

In light of the general hypothetical plan of the research, it becomes easy to formulate appropriate statistical hypotheses, and to determine the nature of the relationships between the explanatory variable and the dependent variable, as follows:

Hypotheses of influence

1. The sixth main hypothesis (there is a significant effect of strategic dominance on consumer arrogance) and the following sub-hypotheses branched out from it:

- A. There is a significant effect of the dimension of strategic rules on consumer arrogance.
- B. There is a significant effect of the dimension of organizational power on consumer arrogance.
- C. There is a significant effect of the dimension of strategic maneuvering on consumer arrogance.
- D. There is a significant effect of the dimension of strategic dominance on consumer arrogance.

Preliminary tests for the study

This research includes evaluating the data and verifying its validity to ensure its suitability for statistical analysis. This includes evaluating the normal distribution of the data and examining the stability of the measurement tool through various methods such as the Cronbach's alpha coefficient, and face validity is being tested, in addition to exploratory and confirmatory analyses to verify the structural validity of the study size, its hypotheses, and models.

1. Apparent honesty

The reliability of the arbitrator, also known as the credibility of the arbitrator, is an important aspect to consider. The researcher initially presented the research tool to a group of specialized supervisors, including professors in the field of expertise and employees of the Iraqi sales center under study, in order to assess the apparent validity of the tool and its efficacy in measuring the required variables. The purpose is to ensure the face validity

of the instrument and to assess the clarity of the content and wording of each statement and any necessary corrections. The researcher made amendments based on the opinions of the arbitrators, obtained the approval of 88% of the arbitrators, and finally built the scale.

First: Coding the study scale, (normal) distribution, and stability of the scale

For easy handling of data in SPSS and Amos. ver.26 Coding of the study scale, as shown in Table 3 below:

Table 3. Coding of study variables

variable	The dimension	Code	Number of items	Skewness	Kurtosis	Value (Crone Alpha)
strategic dominance	Strategic Rules	SR	5	-1.181-	.040	83.40%
	Organizational Power	OP	5	-1.397-	.982	93.80%
	Strategic Maneuver	SM	5	-1.295-	1.784	92.40%
	Strategic Sovereignty	SSU	5	-1.178-	-.074-	89.40%
Consumer arrogance	Image-based consumption	IBC	5	-1.508-	-.676-	86.20%
	Consumer splurge	CB	5	-.847-	1.922	90.10%
	Incentive-based purchases	EBP	5	-.732-	.489	94.20%
	Consumer feeling of superiority	CFS	5	-1.006-	1.310	81.50%

Origin: Compiled by the researcher

By analyzing the two research variables (strategic dominance and consumer arrogance) and their dimensions, as shown in the table above, all data fell within a range of (± 1.96), which indicates a normal distribution, which requires the use of parametric techniques for further statistical analysis.

Reliability of the scale is measured on a scale from 0 to 1, with higher values indicating greater reliability. To evaluate reliability, the Cronbach's alpha coefficient is often used, as values greater than 70% are considered acceptable in management and behavioral research (Nunnally & Bernstein, 1994), and after testing, it was found that all measurements achieve satisfactory results individually and collectively, as shown in the table above.

The Cronbach's coefficient values ranged between (81.50% - 94.20%), which indicates that consistent results can be obtained when applying the tool to the same sample and at different times, taking into account the study variables and dimensions.

Confirmatory factor analysis

Accordingly, the structural equation modeling method is a basic foundation for confirmatory factor analysis, which deals with a large group of variables and attempts to reduce them to a smaller group by determining the extent to which the item belongs to the dimension that it was designed to measure. For the purpose of interpreting the confirmatory factor analysis of the study variables, these variables must be subject to the goodness of fit standards, and the table below shows the goodness of fit indicators according to the structural modeling equation.

Table 4. Goodness of fit indicators according to the structural modeling equation

Indicator		General rule
Goodness of fit		
1	Percentage χ^2 degrees of freedom df	Less than 5
2	Torquer Lewis Index (TLI)	TLI>0.9

3	Goodness of Fit Index (GFI)	GFI>0.9
4	Comparative Fit Index (CFI)	CFI>0.9
5	Root Mean Square Error of Approximation (RMSEA) indicator	0.9<RMSEA >0.5
Standard regression weights (regression bifurcation)		Regression weights for paragraphs greater than or equal to (0.40)

Source: Prepared by the researcher based on Hair et al. (2010).

The figure below shows that the criteria for the quality of conformity to the dimensions of the two research variables (strategic dominance and consumer arrogance) obtained values higher than the values of the required indicators, and these indicators meet the criteria for suitability of the structural equation. This indicates that the study model contributes to the interpretation of the items of the measurement tool and that all weights The standard regression was consistent with structural equation modeling standards with a standard estimate higher than (0.40). In addition, all the calculated critical values were greater than the tabular critical value (CR) of (1.96), and this indicates that it supports the goodness of fit of the measurement.

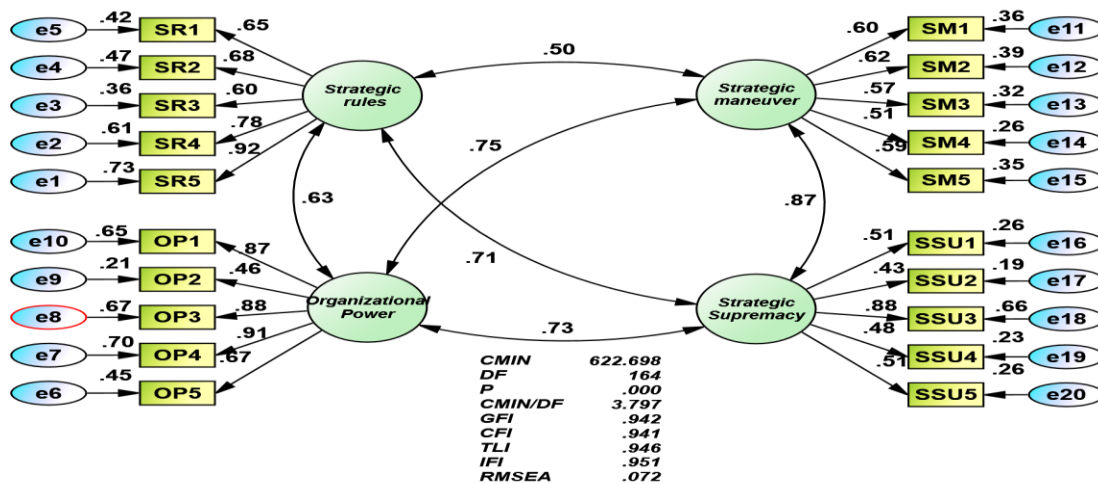


Figure 2. Structural model of strategic dominance

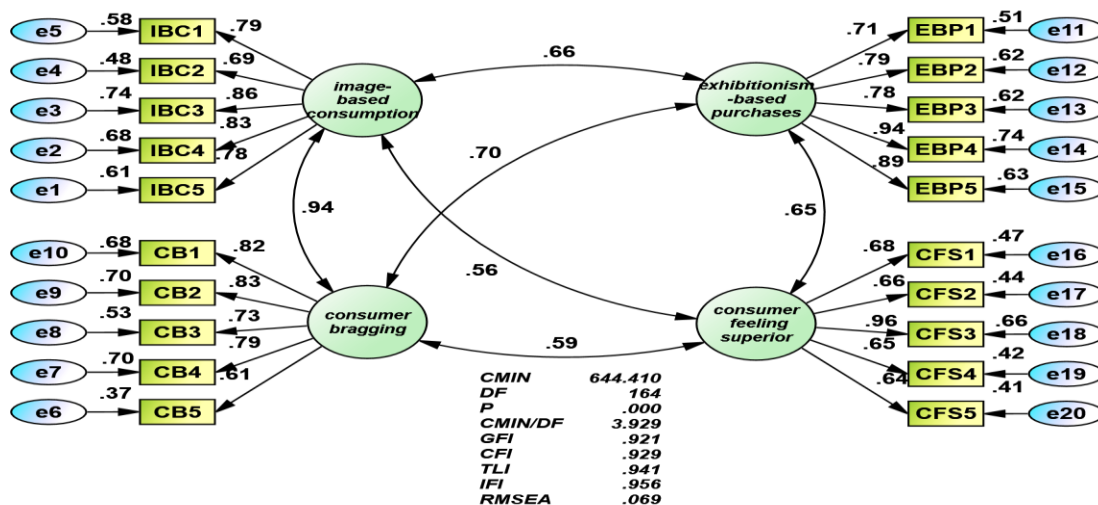


Figure 3. Structural model of the consumer arrogance variable

Provider: SPSS V.28 results.

The theoretical and conceptual framework

The Concept of strategic dominance

The Oxford Dictionary describes dominance as the control of one person or group over another. This term dates back to the mid-sixteenth century and was taken from the Greek dominance of the leader or leadership over a group of people (Stevenson, 2010: 814). The concept of dominance is associated with power and the desire to gain admiration, respect, and influence others in various ways and arouse their feelings to maintain a distinguished reputation and position (Suessenbach et al., 2019: 1). This strategic dominance is enhanced, according to (Barut, 2019: 134), by relying on the Internet, new communication technologies, and all technologies that allow it to expand and spread through the Internet and social media platforms. In line with the concepts mentioned above, Table (5) below shows some definitions of strategic dominance according to the opinions of some researchers, as follows:

Table 5. Some definitions of strategic dominance according to the opinions of some researchers

NO.	Definition	The researcher and the year
1	Acquiring market share relative to competitors and overcoming them by meeting customer needs in a distinctive manner.	(Rietveld et al., 2020: 2)
2	Application of a set of modern trends through which the organization seeks to transform quantitative changes into qualitative changes by acquiring new operational capabilities and developing strategies to use them.	(Banasik, 2022: 11)
3	A process through which the organization aims to achieve and maintain global leadership and overcome competitors.	(Grochmalski, 2020: 15)

Source: Prepared by the researcher based on the literature.

After reviewing the definitions mentioned in Table (5) above, the researcher concludes that strategic dominance is the market power that enables the organization to spread and expand in markets and control them, outperform competitors, and face environmental challenges, based on sufficient experience and knowledge of competitors, customers, and markets that the organization possesses, and the adoption of modern technology and knowledge of its importance in achieving a distinguished position, to reach the heart of the market and stabilize in it.

Strategic dominance theories

Three theories have addressed the interpretation of strategic dominance, namely (microeconomic theory, and industrial organization theory), as follows:

1. Microeconomic theory

Microeconomic theory is the study of the isolated and interactive behavior of small individual units that make up the economy, which include consumers, organizations, markets, or industries. The theory provides an explanation for consumer decision-making and how individuals determine goods and factors, as well as in what quantities they buy and sell. Microeconomic theory also explains the decision-making process in the organization and commercial production activities, including purchasing inputs and selling outputs. The theory of general equilibrium explains how the behaviors of consumers and organizations come together simultaneously in the operation of markets, and how the price mechanism thus directs the allocation of resources throughout the economy (Katzner, 2001: 41).

2. Industrial organization theory

The theory of industrial organization emerged in the 1850s. Coase (1972) sought to develop it based on the basic works presented by both M. B. Marshall (1879) and J. S. Mill (1848) & earlier, which later contributed to the emergence and development of the field of industrial thinking. J. S. Mill focused on economies of scale in large-scale organizations, and Marshall focused on industry leaders in a particular sector. Industrial organization theory focused on economies of scale, analytical tools such as the production function, and competition, i.e. it attempted to link the structure, behavior, and internal performance of the organization to the external environment surrounding it (Coase, 1972: 130).

Dimensions of strategic dominance

The current study sought to build a strategic dominance scale consisting of four dimensions based on (Hermes et al., 2020: 2), which are (strategic rules, organizational power, strategic maneuvering, and strategic sovereignty), as follows:

1. Strategic rules

The strategic rules dimension includes the process of setting long-term goals and adopting a specific course of action with allocating resources to achieve those goals, as the rules here are described as the data that determine what the organization must do (Govindarajan & Trimble, 2005: 197). Strategic rules also refer to the key through which the organization can gain a strategic advantage, as it enables it to set future goals and plans that ensure that it always exploits new opportunities in its markets, achieves profit, and provides added value to its consumers (Gailmard, 2017: 2).

2. Organizational Power

Organizational power is an important matter that explains the mechanism of work of organizations, as the social interactions that occur within the organization are what lead to the emergence of power, and this power is considered an integral part of the social and organizational fabric through which organizations and their individuals achieve a specific goal or a set of goals that they have previously drawn up (Suhair and Rashid, 2018: 200). (Whetten & Cameron, 2011: 285) see that organizational power is simply the ability to make working individuals do what the organization wants from them and in a way that serves its interest and in a way that ensures it achieves high levels of efficiency and effectiveness and thus, achieves success and excellence.

3. Strategic maneuver

The dynamic and difficult complexities that occur in the external environment have made organizations of various types face rapid changes in the business environment. Such as globalization of markets, increased competition, rapid technological change, and short life cycle of products, especially electronic products that have a certain age, history, and updates that may end in short periods of time, which necessitates the provision of modern products with continuously developed versions to keep pace with the development taking place in the markets and the changing desires of consumers with the change of the environment (Sia et al., 2008: 410).

4. Strategic sovereignty

The strategic sovereignty dimension refers to the organization's ability to achieve its goals and prove its strength, by working as an open system that responds to and interacts with environmental changes, which in turn enables it to outperform its competitors in the markets and gain a sustainable competitive advantage through its strategic sovereignty. The advantages achieved by organizations are not sustainable but rather temporary in nature, and strategic sovereignty helps organizations succeed in competition and survive in conditions of rapid competitive actions and counter-responses of competitors (Rashid & Muttar, 2023: 57).

The Concept of Consumer Arrogance

Arrogance is a human trait that expresses the behavior of individuals and their great tendency to show superiority over others. In marketing literature, the term consumer arrogance has been studied to focus on negative consumer behaviors directed toward the organization's employees or sales staff or toward the brand and the product itself, which include arrogance, arrogance, and desire. In conveying their personal values and social superiority, relying on the cognitive potential, experiences, and available alternatives of electronic or luxury products, using them efficiently and presenting them to others. Ren. (Ruvio & Shoham, 2016: 3990).

The table below shows some definitions of consumer arrogance according to the opinions of some researchers, as follows:

Table 6. Some definitions of consumer arrogance according to the opinions of some researchers

	the definition	Researcher and year
6	The tendency of individuals to demonstrate their social superiority through the acquisition, use, or display of consumer goods. Individuals use products as symbols to create a self-identity, maintain their self-concept, express themselves, convey their personal and social achievements, and reflect their social status to others.	(Balikcioglu & Arslan, 2019: 412)
7	Consumer arrogance and his tendency to show his superiority over sales staff in knowledge and experience in using goods and products, and this appears in modern, luxurious, and well-known brand electronic products.	(Aksoy & Celep, 2021: 3)
8	Individual behavior includes showing superiority over others and belittling their abilities exaggeratedly or selfishly.	(Senyuz & Hasford, 2022: 107)

Source: Built by the researcher in accordance with the available information.

After reviewing the definitions in Table (above, the researcher concludes that consumer arrogance is a negative, socially unacceptable behavior that represents one of the emotions of self-consciousness and the expression of arrogance, superiority, feelings of dominance, controlling others, showing a lack of respect, and not accepting other points of view, lack of desire to share knowledge and always think about getting special and special treatment.

Consumer Arrogance Theories

Some theories have sought to explain consumer arrogance for the purpose of achieving a deeper understanding of consumer attitudes, the reasons behind them, and their effects, including the theory of Reasoned Action, the Theory of Planned Behavior, the Theory of Goal-Directed Behavior), as shown in Figure (24) below (Han, 2021: 1024):

1. Theory of Reasoned Action/Theory of Reasoned Action

In 1975, Fishbin & Ajzen proposed the causal event theory, which explains the relationship between attitude and behavior. This theory is one of the theories developed from social psychology that works to explain consumer behavior and predict whether or not he intends to purchase the organization's products and services. This theory proposes that intentions determine consumer behaviors and investigates the correlation between purchase intention, personal standards, and attitudes (Boshaghi & Nematizadeh, 2014: 321). Fishbin and Ajzen demonstrated that certain variables exacerbate the correlation between behavior and attitude. The potential to ascertain the type of behavior, the

objective of the behavior, the context of the behavior, and the time of the behavior increases as the relationship between behavior and attitude becomes more interconnected (Aksoy & Çıkmaz, 2022: 415).

2. Theory of goal-directed behavior

The researcher Tolman developed the theory of goal-directed behavior and began his studies by applying the theory to animals and humans as well in 1932 AD. Tolman proposed that the unity of behavior is in goal-directed action, using various muscle movements organized around the purposes they serve and directed by cognitive processes (MacCorquodale & Meehl, 1954).

(Han, 2021: 1025) believes that the importance of the theory of goal-oriented behavior lies in its pursuit of goals and in explaining goal-oriented consumer arrogance behavior, as the reasons for the emergence of consumer arrogance are essentially a means of achieving the goal of condescending to others and demonstrating superiority and knowledge and disrespect them.

Consumer Arrogance Dimensions

(Ruvio et al., 2007: 677; Ruvio & Shoham, 2016: 3990; Aksoy & Çıkmaz, 2022: 416) Identified four dimensions of consumer arrogance, which are (image-based consumption, consumer boasting, consultation-based purchases, and consumer feeling). With excellence), which was adopted in our current study as follows:

1. Image-based consumption

Organizations operate in constantly changing environments that require them to adapt to internal and external factors in the competitive industry to achieve success. External environmental factors cannot be controlled by marketing managers, such as the demographic, cultural, economic, social, and legal environment, as well as competition and technological developments (Esra & Erdoğan, 2023: 251).

2. Consumer bragging

Boasting expresses people displaying and announcing their work and possessions to others and showing off social behavior. Bragging refers to a selfish motive of people, i.e., the desire to obtain credit. Some consumers rely on bragging about marketing products to brag about them to others and convey their information to them. The bragging person aims to enhance his reputation through his actions and words and his possession of some products that are characterized by their sophistication, distinctive brand, price, or quality (Berman et al., 2015: 1).

3. Exhibitionism-based purchases

The third dimension, which is “consumption based on arousal” or motivation, refers to the level of arrogance possessed by the arrogant consumer, which is non-verbal, as consumers actually engage in spending a lot of money in order to attract the attention of others to their appearance and what they possess or their assets that are superior and distinct from others. These strategies arise from people who possess introverted traits, have a relatively high level of manipulation and deception, and always seek to obtain praise and admiration from others (Ansari et al., 2020: 2).

4. Consumer feeling superior

The arrogant consumer expresses his social superiority over others through the acquisition, use, and display of superior products, as he considers these gains an indicator of good social status. The consumer's feeling of superiority refers to the true beliefs of people who are superior to others due to the acquisition and use of better possessions, regardless of actual validity for that characteristic (Ansari et al., 2020: 2).

3. Results and Discussion

Descriptive analysis of the study variables

This section was conducted by describing the results of the study by reviewing the opinions and preferences of the employees (in the studied sales centers investigated), the study sample, and determining the level of agreement for the suitability of the items of the measurement tool towards them by focusing on descriptive statistical analyzes represented by (arithmetic mean, standard deviation, relative importance, coefficient of variation, and level The direction of the answer) and the dimensions were compared on the basis of obtaining the lowest coefficient of variation, and the highest level of relative importance, as it indicates high consistency/high responsiveness, as well as identifying the level of availability, practice, interest, and harmony by the sales centers studied for the main dimensions and variables.

Descriptive analysis of the strategic dominance variable

In general, the table below summarizes the results of the strategic dominance variable, as it is clear that it achieved an average of (3.314) with a standard deviation of (0.885), where its coefficient of variation was (26.7%). The results indicate that the level of interest of the sales centers studied in strategic dominance was average. As for the dimensions, three of them focused on neutrality and one tended towards agreement, according to the results that showed the following:

- The dimension (strategic rules) came in second place in terms of the consistency and harmony of the study sample's answers towards this dimension, as it obtained a coefficient of variation of (26.8%), while the arithmetic mean was (3.334), with a standard deviation of (0.894).
- After (organizational power) came in last place in terms of consistency and harmony of the study sample's answers towards this dimension, as it obtained the highest coefficient of variation of (27.5%), while the arithmetic mean was (3.289), and a standard deviation of (0.904).
- After (strategic maneuver) came in third place in terms of consistency and harmony of the study sample's answers towards this dimension, as it obtained a coefficient of variation of (26.8%), while the arithmetic mean was (3.286), and a standard deviation of (0.880).
- After (strategic sovereignty) came in first place in terms of consistency and harmony of the study sample's answers towards this dimension, as it obtained the lowest coefficient of variation of (25.8%), while the arithmetic mean was (3.346), and a standard deviation of (0.863).

Table 7. Summary of descriptive indicators for the dimensions of the strategic dominance variable

No	Dimensions of strategic dominance variable	mean	Direction of the answer	S.D	Answer Level	C.V	Relative importance	ranking Importance
1	Strategic Rules	3.334	Neutral	0.894	Average	26.8%	66.7%	2
2	Organizational Power	3.289	Neutral	0.904	Average	27.5%	65.8%	4
3	Strategic Maneuver	3.286	Neutral	0.880	Average	26.8%	65.7%	3
4	Strategic Sovereignty	3.346	Neutral	0.863	Average	25.8%	66.9%	1
	strategic dominance	3.314	Neutral	0.885	Average	26.7%	66.3%	

Provider: SPSS V.28 results.

Descriptive analysis of the consumer arrogance variable

In general, the table below summarizes the results with the consumer arrogance variable, as it becomes clear that it achieved an overall mean of (3.559) with a standard deviation of (0.883), where it achieved its coefficient of variation (24.8%). The results indicate that the level of availability of consumer arrogance behaviors in the sales centers studied was high. Still, as for the dimensions, they were centered towards agreement, according to which the results showed the following:

- The dimension (image-based consumption) ranked last in terms of availability, consistency, and harmony of the study sample's answers towards this dimension, as it obtained the highest coefficient of variation of (26.7%). At the same time, the arithmetic mean reached (3.496), with a standard deviation of (0.935).
- The dimension (consumer boasting) ranked third in terms of availability, consistency, and harmony of the study sample's answers towards this dimension, as it obtained the highest coefficient of variation of (25.0%). At the same time, the arithmetic mean reached (3.606), with a standard deviation of (0.900).
- The dimension (motivation-based purchases) came in second place in terms of availability and harmony of the study sample's answers towards this dimension, as it obtained a coefficient of variation of (23.9%). At the same time, the arithmetic mean reached (3.644), with a standard deviation of (0.871).
- The dimension (the consumer's feeling of superiority) came in first place in terms of availability, consistency, and harmony of the study sample's answers towards this dimension, as it obtained a coefficient of variation of (23.6%). At the same time, the arithmetic mean reached (3.488), with a standard deviation of (0.824).

Table 8. Summary of descriptive indicators for the dimensions of the consumer arrogance variable

	Dimensions of the consumer arrogance variable	mean	Direction of the answer	S.D	Answer Level	C.V	Relative importance	ranking Importance
1	Image-based consumption	3.496	I agree	0.935	high	26.7%	69.9%	4
2	Consumer splurge	3.606	I agree	0.900	high	25.0%	72.1%	3
3	Incentive-based purchases	3.644	I agree	0.871	high	23.9%	72.9%	2
4	Consumer feeling of superiority	3.488	I agree	0.824	high	23.6%	69.8%	1
	consumer arrogance	3.559	I agree	I agree	high	High	71.2%	

Provider: SPSS V.28 results.

Correlation

For the purpose of studying the relationship between the study variables, the researcher relied on the correlation matrix by adopting the simple correlation coefficient (Pearson) to test the hypotheses of the relationship between the dimensions of the independent variable (strategic dominance) and the dimensions of the dependent variables (consumer arrogance). The initial interpretation posits that any increase in interest in the independent variable will inevitably result in an increase in the dependent variable with the same correlation coefficient value. The second interpretation posits that interest in the first variable will result in a decrease in interest in the second variable, and vice versa. The relationship's interpretation is delineated in the table below.

Table 9. Value of correlation coefficients, type, and strength of the relationship

Very Weak	Weak	Middle	Strong	Very Strong
$r < 0.20$	0.20- 0.39	0.40-0.59	0.60-0.79	$r > 0.80$

Source: Ann, La`msa (2006), *Jmp for Basic Univariate and Multivariate Statistics: A Step-by-step Guide*, Cary, NC: SAS Press, 5555555555 ISBN 9781-1-59047-576-8.

The table below shows that there is an inverse correlation between the consumer arrogance variable and strategic dominance of -0.432 , as well as an inverse correlation between the dimensions of strategic dominance (Strategic Rules, Organizational Power, Strategic Maneuver, Strategic Sovereignty) and consumer arrogance of (-0.571,-0.483,-0.528,-0.404) respectively and at a Medium, which is statistically significant because the level of significance is within the acceptance area, which is smaller than 5%), and this indicates that the more interest the management of electronic product sales centers in Najaf Governorate has with the components of strategic dominance, the more Tell that about consumer arrogance at a Medium.

Table 10. Correlation values between the strategic dominance variable and consumer arrogance

	Dimensions of strategic dominance	The value of the correlation coefficient and the level of significance	The intensity of the relationship	Direction of the relationship	the decision
strategic dominance	Strategic Rules	R Sig.	-0.571 0.000	Medium	Negative inverse Acceptance
	Organizational Power	R Sig.	-0.483 0.000	Medium	Negative inverse Acceptance
	Strategic Maneuver	R Sig.	-0.528 0.000	Medium	Negative inverse Acceptance
	Strategic Sovereignty	R Sig.	-0.404 0.000	Medium	Negative inverse Acceptance
	Strategic Dominance	R Sig.	-0.432 0.000	Medium	Negative inverse Acceptance
	Number of accepted hypotheses	4	.**Correlation is Significant at the 0.01 level (2-tailed)		
	Percentage	100%			

Provider: SPSS V.28 results.

Hypotheses of influence

1. The first main hypothesis (H1): "The sixth main hypothesis states: (There is a statistically significant effect" of strategic dominance on consumer arrogance).

To prove this hypothesis, a structural model was built that explains the type and nature of the relationship" between strategic dominance and consumer arrogance. The figure below shows the structural structure of the direct effect of strategic dominance on consumer arrogance. Table (11) below indicates that the more the centers selling electronic products in Najaf Governorate care about strategic dominance, the less consumer arrogance there is. In other words, increasing strategic dominance by one unit leads to a low level decrease in consumer arrogance by one standard weight of (-0.313), in addition to its statistical significance, depending on the achieved significance level of (0.000), which is smaller than the value of the tabular statistical significance for social sciences assumed by the researcher, which is (5%), with a critical value of (-3.341) and a standard error of (0.089). Based on the above, the alternative hypothesis is accepted and the null hypothesis is rejected. This indicates that the increased interest in strategic dominance in sales centers The studied interest in its competitive position in the market and knowledge of its customer relations, its pursuit of dominance through the continuous introduction of new

technologies and more advanced electronic products, its use of strategic technological maneuvering and its monitoring of competitors' movements in the market, leads to a slight decrease in consumer arrogance.

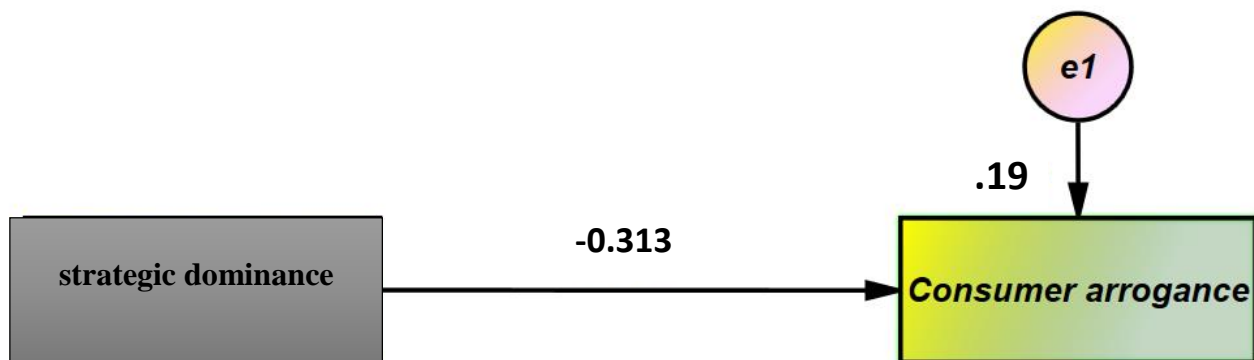


Figure 4. The structural model of strategic dominance in consumer arrogance

Source: Prepared by the researcher based on the outputs of the statistical package "AMOS.V.26".

The results of the table below show that strategic dominance contributes to explaining at a low level (18.7%) of the decrease in consumer arrogance, while the remaining value is due to factors not included in the study.

Table 11. Final results of the direct effect between strategic dominance and consumer arrogance

	Path	Standard estimate	S.E	C.R	R2	Sig.
strategic dominance	→ consumer arrogance	-0.313	0.089	-3.341	18.7%	0.000

Source: The scholar created this based on outcomes generated by the statistical application AMOS.V.26.

The following sub-hypotheses emerge from the main hypothesis:

The first sub-hypothesis (h1-1): The first sub-hypothesis states: ("there is a statistically significant effect" of entertainment on consumer arrogance in its dimensions (image-based consumption, consumer bragging, incentive-based purchases, consumer sense of superiority). The table below indicates that there is a significant effect of strategic rules on consumer arrogance in its dimensions (image-based consumption, consumer bragging, incentive-based purchases, consumer sense of superiority)." The more the centers selling electronic products in Najaf Governorate care about strategic rules, the less consumer arrogance there is in other words, increasing the strategic rules by one unit leads to a weak decrease in consumer arrogance by one standard weight of (-0.354), in addition to its statistical significance, depending on the achieved significance level of (0.000), which is smaller than the value of the tabular statistical significance for social sciences assumed by the researcher, which is (5%), and with a critical value of (-4.341) and a standard error (0.099), and based on the above, the alternative hypothesis is accepted and the null hypothesis is rejected, and this indicates that the increased interest of electronic product sales centers in Najaf Governorate in strategic rules by providing highly dynamic electronic products and trying to avoid risk, and seeking to exploit new opportunities in the markets, in addition to focusing on setting long-term goals leads to a weak decrease in consumer arrogance.

The second sub-hypothesis (h2-2): The second sub-hypothesis states: ("there is a statistically significant effect" of regulatory power on consumer arrogance in its

dimensions (image-based consumption, consumer bragging, incentive-based purchases, consumer sense of superiority). The table below indicates that there is a significant effect of regulatory power on consumer arrogance in its dimensions (image-based consumption, consumer bragging, incentive-based purchases, consumer sense of superiority). That is, the more the centers selling electronic products in Najaf Governorate care about regulatory power, the less consumer arrogance there is. In other words, increasing regulatory power by one unit leads to a weak decrease in consumer arrogance by a standard weight of one (-0.279) and a critical value of (-3.330), in addition to its statistical significance, depending on the achieved significance level of (0.000), which is smaller than the value of the tabular statistical significance for social sciences assumed by the researcher, which is (5%), and a standard error of (0.112), and based on the above, the alternative hypothesis is accepted and the null hypothesis is rejected. This indicates that the increased interest of electronic product sales centers in Najaf Governorate in organizational power through their contribution to enhancing survival and growth in order to dominate for the longest possible period, and their pursuit of possessing the ability to influence their human capital to accomplish work with high efficiency leads to a low level of consumer arrogance.

The third sub-hypothesis (h1-3): The third sub-hypothesis states: ("there is a statistically significant effect" of electronic word of mouth on consumer arrogance in its dimensions (image-based consumption, consumer bragging, incentive-based purchases, consumer sense of superiority). The table below indicates the existence of a significant effect of strategic maneuvering on consumer arrogance in its dimensions (image-based consumption, consumer bragging, incentive-based purchases, consumer sense of superiority). That is, the more the centers selling electronic products in Najaf Governorate are interested in strategic maneuvering, the more consumer arrogance increases. In other words, an increase in strategic maneuvering by one unit leads to a weak decrease in consumer arrogance by a standard weight of one (-0.323) and a critical value (-3.568), in addition to its statistical significance, depending on the achieved significance level of (0.000), which is smaller than the value of the tabular statistical significance for social sciences assumed by the researcher and the amount of (5%), and the standard error (0.124), and based on the above, the alternative hypothesis is accepted and the null hypothesis is rejected, and this indicates that the increased interest of electronic product sales centers in Najaf Governorate in strategic maneuvering through their efforts to provide innovative products that competitors cannot expect, and their continuous attempts to keep pace with the development taking place in the markets and the changing desires of customers leads to a weak decrease in consumer arrogance.

The fourth sub-hypothesis (h1-4): The fourth sub-hypothesis states: ("there is a statistically significant effect" of strategic sovereignty on consumer arrogance in its dimensions (image-based consumption, consumer bragging, incentive-based purchases, consumer sense of superiority). It is noted from the table below that the more the centers selling electronic products in Najaf Governorate care about strategic sovereignty, the less consumer arrogance there is. In other words, increasing strategic sovereignty by one unit leads to a low-level decrease in consumer arrogance by one standard weight of (-0.224), in addition to its statistical significance, depending on the achieved significance level of (0.000), which is smaller than the value of the tabular statistical significance for social sciences assumed by the researcher, which is (5%), with a critical value of (-5.111) and a standard error of (0.069). Based on the above, the alternative hypothesis is accepted and the null hypothesis is rejected. This indicates that increasing focusing on strategic sovereignty in the studied sales centers by determining the scope of their strategic influence within the markets with their ability to control consumers, and working as an open system that responds to environmental variables to achieve competitive superiority leads to there is a slight decrease in consumer arrogance.

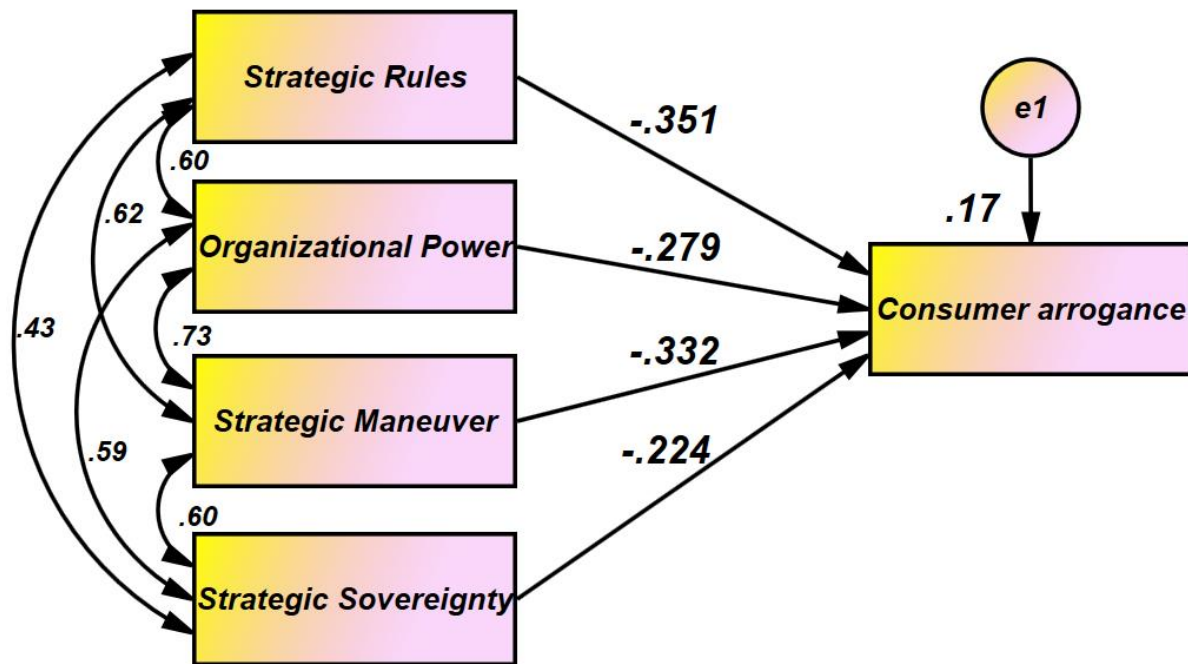


Figure 5. The structural model of the dimensions of strategic dominance in consumer

Arrogance with its dimensions (image-based consumption, consumer bragging, incentive-based purchases, consumer sense of superiority)

Source: Prepared by the researcher based on the outputs of the statistical package "AMOS.V.26".

As the results of Table (12) below show, the dimensions of strategic dominance contribute to explaining (17.3%) of the decrease in consumer arrogance, while the remaining value is due to factors not included in the study.

Table 12. Final results of the direct impact between the dimensions of strategic dominance on consumer arrogance in its dimensions (image-based consumption, consumer bragging, incentive-based purchases, consumer sense of superiority)

	Path	Standard estimate	S.E	C.R	R2	Sig.
Strategic Rules	→ consumer arrogance	-0.351	0.099	-4.341	17.3%	0.000
Organizational Power	→ consumer arrogance	-0.279	0.112	-3.330		0.000
Strategic Maneuver	→ consumer arrogance	-0.322	0.124	-3.568		0.000
Strategic Sovereignty	→ consumer arrogance	-0.224	0.069	-5.111		0.000

Source: The scholar created this based on outcomes generated by the statistical application AMOS.V.26.

4. Conclusion

Conclusions

In this paragraph, a number of conclusions that the researcher came to through the practical framework of the study will be mentioned. These conclusions will be discussed in light of the results that were obtained through the analysis of data and information in

accordance with the statistical methods that were utilized. The following are some bullet points that can be used to summarize these conclusions:

1. There is an average interest in strategic dominance in its dimensions (strategic rules, organizational power, strategic maneuvering, and strategic sovereignty) in the studied sales centers, as the total average of the sample's answers was neutral to an average, which explains the average interest of the management of the studied sales centers in the activities and strategies of strategic dominance.
2. There is a relatively high availability of consumer arrogance in the centers of selling electronic products in Najaf Governorate in its dimensions (image-based consumption, consumer bragging, and purchases based on motivation, consumer feeling of superiority), as most of the study sample's answers were in agreement, which gives a negative indication that the management of the studied sales centers did not take measures to reduce these negative behaviors of current and potential consumers and customers.
3. The results indicate that there is an interest in the studied sales centers in seeking to provide innovative products that competitors cannot expect, and using technological strategic maneuvering and monitoring competitors' movements in the market.
4. The results indicate that there is a high availability in the studied sales centers of image-based consumption behavior, with consumers trying to buy products that reflect their good social status even if they cannot afford them, and their tendency to buy only products with well-known brands.
5. The results indicate that there is a high availability in the studied sales centers of consumer bragging behavior, with consumers trying to show their social superiority over the organization's employees when purchasing products, and their arrogant behavior and showing superiority and disrespect towards the employees.
6. Accepting the alternative hypothesis, which indicates the existence of a highly significant inverse effect between strategic dominance on consumer arrogance at the general level, while at the level of dimensions, the results indicated the existence of a significant and inverse effect and also a high between each of (strategic rules, organizational power, strategic maneuvering, strategic sovereignty) each separately on consumer arrogance.

Recommendations

In completion of the study requirements and in light of the conclusions reached by the current study, this section will include recommendations related to the study variables and future suggestions, as follows:

1. The sales centers studied work to create a state of deep relationship and protect their consumers from negative verbal messages, and seek to enhance the emotional and functional relationship of the brand with consumer trends, and care about the brand as it reflects consumer confidence in the quality of its products to create a state of strategic dominance.
2. The sales centers studied work hard to increase dominance over their consumers towards competing products, and enhance the strength of strategic dominance by strengthening the bonds of relationships with the permanent customer, and work to create a state of customer stability to fortify relationships with its products and between marketing strategies.
3. Identify customer desires by conducting periodic surveys.
4. Improve the quality of its services through continuous improvement programs, and provide appropriate technology.

5. The sales centers studied should research the development of means and methods that work to increase customer immersion and increase their interest.
6. We suggest to the senior administrative leaderships under study the necessity of activating the scientific research system on the subject of strategic dominance and adopting this philosophy, as it is capable of influencing consumer arrogance.

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