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Abstract

Effect of Green Advertising on Environmental Awareness and Consumer Behavior towards Green Products: An Empirical Study on a Sample of Faculty Members at Shaqraa University

Dr. Mahmoud Mohamed Awad Dewedar

The aim of this study was to try to determine the impact of green advertising (green ads.) on the emotional and cognitive awareness of faculty members at Shaqraa University, as well as the impact of environmental awareness on the intention, readiness and actual environmental behaviors. The study also sought to find out the impact of green ads. on consumer behavior towards green products, and identify differences in the level of environmental awareness and behavior of faculty members towards green products, as a result of personal variables, (i.e. academic rank, gender and nationality). The researcher used the analytical descriptive method, conducted a pilot study to determine the problem and formulated a set of questions related to the research problem. The data were collected using a questionnaire designed with reference to the literature review and sources on the research variables. The size of the study population used was (1899), and the sample size was estimated at (320). The study results confirmed the effect of green ads. on the emotional awareness which explained (25.1%) of total variance and (24.2%) of knowledge awareness. The environmental awareness affected the intention and willingness to conduct environmental behaviors by (49%), while it affected actual environmental behavior and thus explained environmental awareness by (42.4%). The independent dimensions of the green ads. influenced the intention and readiness to conduct environmental behaviors when the environmental awareness mediated in the relationship between them. It was found that there were statistically significant differences in the level of the environmental consumer behavior due to the respondents' gender for the benefit of females and nationality in favor of non-Saudis. There were also significant differences in the level of environmental awareness attributed to the academic level, the respondents' gender for the benefit of females and nationality in favor of non-Saudis.

Keywords: Green advertising, environmental awareness, consumer behavior, green products.

Abstract

The Impact of Friendship and Creative Self-Efficacy as Mediating Variables in the Relationship between Benevolent Leadership and Creative Work Involvement

Dr. Mervet M. Mursi

Based on the social cognitive theory, this study aimed to examine the direct relationship between benevolent leadership and creative work involvement. In addition, it aimed to investigate the indirect relationship between them through workplace friendship and creative self- efficacy as mediating variables through a field study conducted on a sample of (282) engineers working in The Arab Contractors Company. By utilizing hierarchical regression and Sobel test, the results showed that there was a positive and significant relationship between benevolent leadership and creative work involvement. Moreover, the results indicated that workplace friendship fully mediated the relationship between benevolent leadership and creative work involvement. The results also showed that creative self-efficacy fully mediated the relationship between benevolent leadership and creative work involvement.

Keywords: Benevolent leadership, workplace friendship, creative self-efficacy, creative work involvement

Abstract

Assessing Sustainability in the Current Account of the Egyptian Economy during 1977-2017

Dr. Mohamed Salah Youssef

The study aimed to assess the current account sustainability of Egyptian economy during 1977-2017. The goal was to shed light on the ability of Egyptian exports to finance the burdens of import and foreign borrowing. The researcher used the descriptive analysis of current account data, and used the methodology of the inter-temporal budget constraint of external sustainability with ARDL estimation technique.

The study found that according to inter-temporal budget constraint of external sustainability, there was a weak current account sustainability. In other words, the rate of growth in Egyptian exports did not match the rate of growth in imports and payments of basic income plus interest on external debt during the study period.

Based on these results, the study suggested recommendations for the policy-makers to reach current account sustainability of the Egyptian economy in the future. The most important of these recommendations was to increase efforts to promote exports and to diversify their external structures and destinations. In addition, policy-makers should try to cut import growth rate. At the same time, the external debt structure should be changed by replacing long-term with short-term debts.

Keywords: Current account sustainability, current account and basic income, interest payments, Egyptian economy.