Announcement of Retraction

The editorial board announced this article has been retracted on September 20, 2019. If you have any further question, please contact us at: wjbm@macrothink.org

Article Title: A Qualitative Study of Cause-Related Marketing Campaigns and Consumers' Purchase Intention of On-Demand Ride Services in Egypt

Author/s: Rana Essam Shazly & Abeer A. Mahrous

Journal Title: World Journal of Business and Management

ISSN 2377-4622

Volume and Number: Vol. 5, No. 1, 2019

Pages: 26-44

DOI: 10.5296/wjbm.v5i1.14842