

**3<sup>rd</sup> International Conference on Marketing - 2015**

**ICOM 2015**

**World Conference on Supply Chain Management -2015**

**WCOSM 2015**

**&**

**International Conference on Services Marketing - 2015**

**ICOSM 2015**

17<sup>th</sup> - 18<sup>th</sup> February 2015

Hotel Galadari, Colombo, Sri Lanka

Committee of the ICOM 2015, WCOSM 2015 & ICOSM 2015

The International Institute of Knowledge Management (TIKM)

Fax: +94(0) 11 2848654

info@tiikm.com

## **Disclaimer**

The responsibility for opinions expressed, in articles, studies and other contributions in this publication rests solely with their authors, and this publication does not constitute an endorsement by the ICOM, WCOSM, ICOSM or TIIKM of the opinions so expressed in them

Official websites of the conferences

[www.marketingconferences.co/2015](http://www.marketingconferences.co/2015), [www.supplychainconference.co/2015/](http://www.supplychainconference.co/2015/),  
[www.servicemarketing.co/2015/](http://www.servicemarketing.co/2015/)

Book of abstracts of the 3<sup>rd</sup> International Conference on Marketing 2015, World Conference on Supply Chain Management -2015 & International Conference on Services Marketing - 2015

Edited by Dilan Rathnayake and Others

56 pages

ISBN 978-955-4903-34-0

Copyright @ TIIKM

All rights are reserved according to the code of intellectual property act of Sri Lanka, 2003

Published by The International Institute of Knowledge Management (TIIKM)

Tel: +94(0) 11 3132827

Fax: +94(0) 11 2848654

## Organized by:

The International Institute of Knowledge Management (TIKM)

### ICOM, WCOSM, ICOSM Committee

PROF. NEVILLE WARNAKULASOORIYA	(Conference Chair, ICOM)  <i>Department of Marketing Management, Faculty of Management Studies &amp; Commerce, University of Sri Jayewardenepura, Sri Lanka</i>
PROF. SERIGUS KOKU	(Conference chair ICOSM)  <i>Florida Atlantic University, USA</i>
DR. P.G.S. AMILA JAYARATHNA	(Conference chair WCOSM)  <i>Department of Marketing Management, Faculty of Management Studies &amp; Commerce, University of Sri Jayewardenepura, Sri Lanka</i>
DR. NALIN ABEYSEKARA	(Session Chair, ICOM)  <i>Scientific Committee Chair, Senior lecturer, Open University, Sri Lanka</i>
PROF. GREG SAND	(Session Chair, ICOM)  <i>Associate Professor of International Business and Marketing at Molloy College in New York</i>
PROF. ANTONIO LOBO	(Session Chair, ICOM)  <i>Associate Professor of Marketing, Swinburne University of Technology, Australia</i>
MR. ISANKA. P. GAMAGE	(Conference Program Chair)  <i>The International Institute of Knowledge Management</i>
MR. OSHADEE WITHANAWASAM	(Conference Publicity Chair)  <i>The International Institute of Knowledge Management</i>
MR. G. A. DINESH MADUSHANKA	(Conference Coordinator)  <i>The International Institute of Knowledge Management</i>

## **Editorial Board- ICOM 2015, WCOSM 2015 & ICOSM 2015**

### **Editor in Chief**

*Prof. Neville Warnakulasooriya, Department of Marketing Management, Faculty of Management Studies & Commerce, University of Sri Jayewardenepura, Sri Lanka.*

### **Editorial Board**

*Prof. Serigus Koku, Florida Atlantic University, USA*

*Dr. P.G.S. Amila Jayarathna,,Department of Marketing Management, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Nugegoda, Sri Lanka*

*Mr. D. T. Rathnayake, Department of Marketing Management, Faculty of Management studies and Commerce, University of Sri Jayewardenepura, Sri Lanka*

*The Editorial Board is not responsible for the content of any research paper.*

## **Scientific Committee – ICOM 2015, WCOSM 2015 & ICOSM 2015**

*Dr. Nalin Abesekara, Department of Management Studies, Faculty of Humanities and Social sciences, Open University of Sri Lanka*

*Dr.Supathanish Termsnguanwong, Payap University, Researcher Department of Marketing, Faculty of Business Administration Chiang Mai, Thailand*

*Prof. Rohini Samarasingha, Department of Marketing Management, Faculty of Management Studies & Commerce, University of Sri Jayewardenepura, Sri Lanka*

*Dr. Jose Maria Álvarez Rodriguez, Computer Science Department ,University of Oviedo, Spain*

*Prof. Hardeep Chahal, Department of Commerce, University of Jammu, India*

*Prof. Nerisa N. Paladan, D.B.A., Ateneo de Naga University, Naga City, Philippines*

*Prof. Anne Marie Bagadion, Ateneo de Naga University, Naga City, Philippines*

*Dr.Chairy , Tarumanagara University, Jakarta, Indonesia*

*Dr. Ashoka Malkanthi, Department of Marketing Management, Faculty of Management Studies & Commerce, University of Sri Jayewardenepura, Sri Lanka*

*Dr. Kripa Shanker Gupta , KSG Center for Learning and Development, Bangalore, India*

Dr. Alaa Hussein Ali Alsrabi, *King Saud University, UAE*

Dr. Ismi Rajiani, *Faculty of Technology Management and Technopreneurship, University of Technical Malaysia Melaka (UTeM), Melaka, Indonesia*

Dr. Sabyasachi Dasgupta, *Mudra Institute of Communications, Ahmedabad, India*

Dr. Vasupradha Srikrishna, *Mudra Institute of Communications, Ahmedabad, India*

Prof. Stanley George, *Marthoma College of Management and Technology, Kerala, India*

Prof. Kailas Kadu, *Rastrasant Tukdoji Maharaj Nagpur University, Nagpur, Maharashtra, India*

Dr. Sami Kajalo, *Aalto University School of Business, Finland*

Dr. Bedanta Bora, *Department of Management Studies, Sikkim Manipal Institute of Technology, Sikkim, India*

Dr. Anindita Adhikary, *Department of Management Studies, Sikkim Manipal Institute of Technology, Sikkim, India*

Dr. Veena Tewari Nandi, *Majan College, University College, Muscat*

Dr. Falguni Vasavada-Oza, *MICA, India*

Dr. Lalith Chandralal, *Department of Marketing Management, Faculty of Management Studies & Commerce, University of Sri Jayewardenepura, Sri Lanka*

Dr. Javad Feizabadi, *Malaysia Institute for Supply Chain Innovation, Malaysia*

<b>Keynote Speeches</b>		
01	New technologies and innovations in information & communication technologies (ICT) and big data aggregation approach to social media marketing <i>Greg Sand, Leonidas Tsitouras, George Dimitrakopoulos, Vassilis Chatzigiannakis</i>	03
02	Aligning transformational leadership, customer orientation and relationship marketing as dynamic capability <i>Dr. Nalin Abeysekara, Department of Management Studies, Faculty of Humanities and Social sciences, Open University of Sri Lanka</i>	04
<b>Plenary Speech</b>		
03	The influence of supply chain relationships on firm performance: the case of Australian organic fruit and vegetable sector <i>Sumangala D. Bandara, Antonio Lobo &amp; Chandana R. Hewege</i>	07
<b>Oral Presentations</b>		
<b>Branding</b>		
04	The impact of customer based brand equity on purchase intention: an application of aaker's model in LG electronics products, Sri Lanka. <i>Ms. Dhanushnathini Yoganathan</i>	13
05	Study on the relationship between industrial brand and employer brand and business performances; with special reference to Sri Lankan insurance industry <i>Mr. Shihan D Fernando</i>	14
06	Impact of the corporate social responsibility for the corporate branding <i>Ms. Taniya S Heenatigala</i>	15
07	Role of public relations and communication in managing brand identity during success and failure <i>Ms. Suparna jain</i>	16

## New Technologies and Innovations in Marketing

08	The impact of social media on advertising effectiveness for mobiles <i>Prof. Hashem Tareq</i>	19
09	Impact of marketing knowledge management on the performance of kaleh meat products organization <i>Mr. Majid Bagherzadeh Khajeh &amp; Fatemeh Abbasi</i>	20
10	Influential factors on generating positive word-of-mouth <i>Ms. Saraniya Devendra</i>	21
11	Impact of social media on customer loyalty in the Sri Lankan hotel sector <i>Mr. S.M. Saneer Ali</i>	22
12	A study on green marketing – with special reference to selected corporates in India <i>Dr. R. Rajasekaran, N. Gnanapandithan &amp; G. Jayanthimala</i>	23

## Implications in contemporary marketing

13	Ingenuity, integration and inspiration: the role of ‘spot admissions’ in international marketing <i>Mr. Matthew Gordon</i>	27
14	Challenges facing Rahma international in the global non-profit world <i>Mr. Ammar Alkandari</i>	28
15	The interdependency of asset pricing on prices of its substitutes. application to cocoa, coffee and tea <i>Kwadwo Agyei Nyantakyi, B. L. Pieris, L. H. P. Gunaratne, Gifty Ghansah</i>	29
16	Influence of reference group on consumer purchasing decision of mobile phones <i>Dr. Ambalam Pushpanathan</i>	30

## Supply Chain Management

17	An empirical study of sustainable supply chain management and profitability in the apparel industry <i>Prof. Fumihiko Isada &amp; Yuriko Isada</i>	33
18	Adoption of third party logistics by Indian manufacturing industries <i>Mr. Vivekanandhan Porselvan &amp; Karthik.S &amp; Ashwin.V</i>	34

19	Challenges faced by humanitarian logisticians in delivering aid during disasters	35
	<i>Dr. Sourabh Bhattacharya &amp; Divya Nagilla</i>	
20	Integrating supply chain and network in a humanitarian context	36
	<i>Mr. Amin Maghsoudi, Noorliza Karia &amp; Wilawan Jansri</i>	

### Services Marketing

21	Marketing Dispossession: A Strategy for Financial Services	39
	<i>Prof. Serigus Koku</i>	
22	Organizational agility development model in service organizations based on interpretive structural modeling approach	40
	<i>Dr. Houshang Taghizadeh &amp; Abdolhossein Shokri</i>	
23	Applying a marketing approach to the internationalization of a technology SME: A case study of a French SaaS vendor	41
	<i>Assistant Prof. Rania El Haddad</i>	
24	Leadership and service innovation: the effects of supervisor-subordinate conflicts	42
	<i>Assistant Prof. Ming-Hong Tsai</i>	
25	Impact of career plateau and supervisory support on career satisfaction: A Study of the Banking Industry in Kuwait	43
	<i>Mr. Nasser S. Boresli</i>	

### Virtual Presentations

26	Branding in FMCG sector in India: A comparison of Indian and Multinational Companies	49
	<i>Dr. Sirohi Pragati &amp; Rana Vivek Singh</i>	
27	Alcohol consumption among Sri Lankan youth in the UK	50
	<i>Samanthika Gallage</i>	
28	Water Hyacinth: Source of Green Marketing and Inclusive Growth	51
	<i>Anne Marie F. Bagadion, Margie B. Mirando &amp; Rosalina B. Loquias</i>	
29	Can your brand sell the jobs? the effect of brand identity on job choice decisions in Sri Lankan context	52
	<i>W. D. N. S. M. Tennakoon</i>	
30	Emotional Labor in Healthcare Services: a marketing perspective	53
	<i>Joana Dias, Miguel Pina e Cunha &amp; Arménio Rego</i>	



31	Reverse Supply Chain: A New Approach for Plastic Waste Management	54
----	---	----

*Hiremath Chetan V. & Patil S.C*

### **Poster Presentation**

32	The role of trademarks in the marketing strategy to promote consumption in Hungary	56
----	--	----

*Marta Notari, Melinda Czegledi*





# KEYNOTE SPEECHES





[01]

**NEW TECHNOLOGIES AND INNOVATIONS IN  
INFORMATION & COMMUNICATION TECHNOLOGIES (ICT) AND  
BIG DATA AGGREGATION APPROACH TO SOCIAL MEDIA MARKETING**

Greg Sand<sup>1</sup>, Leonidas Tsitouras<sup>2</sup>, George Dimitrakopoulos<sup>3</sup>, Vassilis Chatzigiannakis<sup>4</sup>

*Associate Professor, Marketing Department, Division of Business, Molloy College 1000*

*Hempstead Avenue, Rockville Centre, NY 11571<sup>1</sup>*

*International Business President, GlobaliFusion<sup>2</sup>*

*Electrical and Computer Engineer, CEO, GlobaliFusion<sup>3</sup>*

*Electrical and Computer Engineer, CTO, GlobaliFusion<sup>4</sup>*

**ABSTRACT**

*The internet and Social Media have been playing a vital role in almost everyone's communication and interactions. The same holds true for a company's two-way communication with its consumers. This tremendous flow of information can drastically increase any company's exposure to its consumers and shoppers. Consequently, it can decisively affect consumers' opinion about products and services. Molloy College in Rockville Centre, New York is the home of GiF, the first worldwide, holistic ICT-based approach to managing the Big Data issue in Social Media Marketing. GlobaliFusion (GiF) aims at bringing together entrepreneurs and companies of all sizes with their consumers by aggregating insights from Social Media and online publications in order to translate them into return-on-investment (ROI) positive marketing strategies and to accelerate their growth, applying technologically innovative and efficient marketing practices. Over the last five years there has been a tremendous shift of investments by marketing departments of major corporations, focusing on Social Media and digital marketing solutions versus traditional media. Despite the abundance of Social Media marketing solutions, there is no concrete framework on how to actually listen to people interacting in Social Media and to use these insights to perform and monitor Integrated Marketing campaigns. Furthermore, monitoring Social Media campaigns' impact on public opinion and decisions through Social Media channels, and assisting companies accelerate their growth accordingly with novel integrated tools and strategies has been an unexplored field. GiF is striving to establish itself as the global leading platform for increasing the intelligence of companies through social media management and through a group of innovative ICT-based solutions for realizing ROI positive business strategies and tactics.*

**Keywords:** *Social Media Marketing, Information and Communication Technologies (ICT), Big Data, Opinion Mining (also known as Sentiment Classification), Augmented Reality (AR).*

[02]

**ALIGNING TRANSFORMATIONAL LEADERSHIP, CUSTOMER ORIENTATION  
AND RELATIONSHIP MARKETING AS DYNAMIC CAPABILITY**

Dr. Nalin Abeysekara

*Senior lecturer, Open University, Sri Lanka*

**ABSTRACT**

*The concept of dynamic capability has been discussed in the recent literature because of the changing trends in market place. Transformational Leadership can be considered as important to induce employee creativity, new ideas on products and services. In this context customer orientation regard as as one important component of dynamic capability together with relationship marketing. This conceptual paper examines the alignment between transformational leadership, customer orientation with relationship marketing in the context of selling. And in selling environment it is useful to understand the buyer and his/her behaviour to forecast the reflection of his/her action. The most important method by which the salesperson may manage the “buying experience” is through the implementation of proper selling management strategies. It has argued to incorporate the concepts of transformational leadership, customer orientation and relationship marketing together to manage the better relationship. Ultimately this study tries to link transformational leadership with both customer orientation and relationship marketing in order to obtain competitive advantage.*

**Keywords:** *Relationship Marketing ; Transformational Leadership; Customer Orientation; Dynamic Capability; Selling Environment*



# PLENARY SPEECH





[03]

**THE INFLUENCE OF SUPPLY CHAIN RELATIONSHIPS ON FIRM  
PERFORMANCE: THE CASE OF AUSTRALIAN ORGANIC FRUIT AND  
VEGETABLE SECTOR**

Sumangala D. Bandara<sup>1</sup>, Antonio Lobo<sup>2</sup>, Chandana R. Hewege<sup>3</sup>

*Faculty of Business and Enterprise, Swinburne University of Technology, Hawthorn VIC  
3122, Australia<sup>1</sup>, Faculty of Business and Enterprise, Swinburne University of Technology,  
Hawthorn VIC 3122, Australia<sup>2</sup>, Faculty of Business and Enterprise, Swinburne University of  
Technology, Hawthorn VIC 3122, Australia<sup>3</sup>*

**ABSTRACT**

*The relationships between supply chain (SC) partners are of paramount importance in achieving competitive advantage in the market place. These SC relationships enable SC members to achieve close coordination between their firms, which results in improved firm performances. In this study we evaluate the influence of satisfaction, collaboration, trust and commitment, which are elements of SC relationships, on firm performance in the organic fruit and vegetable sector in Australia. This industry is increasingly becoming important to the Australian economy, however there is a dearth of academic research in this area. Data was collected from 287 organic fruit and vegetable growers using a validated survey instrument. The findings revealed that satisfaction positively influences collaboration, trust, commitment and then firm performance. Collaboration positively influences commitment and performance and trust. Trust positively influences commitment and commitment positively influences performance. These findings have important implications for all stakeholders of the organic fruit and vegetable industry in Australia and elsewhere.*

**Key words:** *Firm performance, trust, commitment, collaboration, satisfaction,*





# ORAL PRESENTATIONS



**Technical Session 01**

**17<sup>th</sup> February 2015**

**03.30 p.m.-05.10 p.m.**

**Bougainvillea,**

**Galadari Hotel,**

**Colombo**

**Branding**

**Session Chair:**

**Dr. Nalin Abeysekera**

01	The impact of customer based brand equity on purchase intention: an application of Aaker's model in LG electronics products, Sri Lanka.	<i>Ms. Dhanushnathini Yoganathan</i>
02	Study on the relationship between industrial brand and employer brand and business performances; with special reference to Sri Lankan insurance industry	<i>Mr. Shihan D Fernando</i>
03	Impact of the corporate social responsibility for the corporate branding	<i>Ms. Taniya S Heenatigala</i>
04	Role of public relations and communication in managing brand identity during success and failure	<i>Ms. Suparna jain</i>



[04]

**THE IMPACT OF CUSTOMER BASED BRAND EQUITY ON PURCHASE  
INTENTION: AN APPLICATION OF AAKER'S MODEL IN LG ELECTRONICS  
PRODUCTS, SRI LANKA**

Dhanushanthini Yoganathan

*Vavuniya Campus, University of Jaffna*

**ABSTRACT**

*Brand equity is an incremental utility to a product from its brand name. It is often believed to contribute to a company's long-term profitability and it is considered as a powerful mechanism to create sustainable competitive advantage for the organizational concern. On the other hand brand equity plays an important role in consumer decision making by bringing several advantages. Moreover Brands represent basis for purchase intention and also create value to the firm and its customers. Thus this study examined the research problem of whether customer based brand equity impacts on purchase intention in LG electronics products Sri Lanka. This research was carried out with the objectives of evaluating the impact of customer based brand equity on purchase Intention and existing brand equity in LG Electronics products in Sri Lanka. Furthermore conceptual model has been developed to link the customer based brand equity and purchase intention. Brand loyalty, perceived quality, brand image and brand awareness, which are considered as the dimensions of brand equity. Quantitative methodology has been applied and questionnaire was used to collect data. 284 household customers have been selected based on non probability sampling method. Findings reveals brand loyalty, brand image, brand awareness and perceived quality have a significant impact on consumers' purchase intention. This paper suggests that marketers should carefully consider the brand equity dimensions when designing their branding strategies. Marketers are also called to enhance the brand loyalty to reduce the switching behavior of consumers.*

**Key words:** *Purchase intention; Customer based brand equity; LG Electronics Products*

[05]

**STUDY ON THE RELATIONSHIP BETWEEN INDUSTRIAL BRAND AND  
EMPLOYER BRAND AND BUSINESS PERFORMANCES; WITH SPECIAL  
REFERENCE TO SRI LANKAN INSURANCE INDUSTRY**

Shihan D Fernando

*Institute of Human Resource Advancement - University of Colombo – Sri Lanka*

**ABSTRACT**

*Insurance Industry in Sri Lanka is behaving as a monopolistic competitive nature. Focusing to the industrial key performances including Total Premium Growth percentage, penetration percentage, Insurance Density Growth percentage and also market share growth percentage of four big players of the industry are significantly goes down. According to the central bank report 2013 Insurance penetration and density in Sri Lanka is relatively low in comparison to other Asian counties due to lack of appreciation of the concept or benefits of insurance. In the marketing point of view lack of appreciation can be redefined as a negative brand image. This negative industrial brand image can be consider as a major problematic area of the study and also its effect to the individual insures poor operating results. At the same time this phenomena is reason for creating negative employer brand. In order to finding the reasons for this phenomena satisfied random sampling was applied as a sampling technique and number of university undergraduates was selected as a sample. Field survey was used to collecting primary data and Five Point Likert Scale was also used. Both quantitative and qualitative approaches were used as data analysis techniques and under the quantitative approach descriptive statistics were also used. The results also confirms that due to massive market competition, majority of the individual insures and agents are applying very aggressive marketing communication practices which can be abolish other compotators brand image. This situation is positively contributing to create negative industrial brand image in the market. In order to preventing above Industrial issues, all players of the industry must follow industrially Accepted Code of ethics for marketing best practices while building strong insures brand image.*

**Keywords:** *Competition, Branding, Employer Brand, Operating Results, Ethics*



[06]

## IMPACT OF THE CORPORATE SOCIAL RESPONSIBILITY FOR THE CORPORATE BRANDING

*Taniya S Heenatigala*  
*University of Colombo*

### **ABSTRACT**

*Companies invest lot money on the CSR activities and they believe it's a way that they can treat back to the stakeholders of the business as a part of this corporate environment. Even though they expect a positive impact from the CSR activities to build a Corporate Brand expectations and the results of the CSR activities are always not same as they believe. It's worth that company understand the impact of the CSR activities to build the Corporate Branding since its important culture to establish where it makes win win situation between company and the stakeholders both and it makes big advantage as a Marketing tool too. This Study will basically focus on the "Insurance Industry in Sri Lanka" in order to understand their consumer choices as a Corporate Branded company which has built through different CSR activities. Researcher uses a Likert scale questionnaire to analyze this and understand the relationship of this. This Study will understand the relationship between CSR activities and Corporate Branding Process and will recommend to the Insurance Industry to better Corporate Branding activities through CSR activities too. This will help to companies to implement a better Branding CSR activities which actually make a sense and attraction of the customer. Researcher will basically refer the Marketing Management (14th Edition) Philip Kotler, Kevin Lane Keller: to understand the theoretical background of this.*

[07]

**ROLE OF PUBLIC RELATIONS AND COMMUNICATION IN MANAGING  
BRAND IDENTITY DURING SUCCESS AND FAILURE**

Suparna jain

*Lovely Professional University, India*

**ABSTRACT**

*The aim of this study is to present a comparative analysis of how different brands have managed their communication at times of both success and failure. To provide this comparison I have chosen four brands that have either gone through a crisis or have seen success in the recent past. It is highly important that the brand maintains regular communication with the media as it helps them establish a relationship with its customers. In good times it will attract more customers and will also help in retaining the already existing one's. If communication is proper in good times and the spirit of good will has been established amongst the customers it becomes easier for the brand to deal with crisis, as the customer will support the brand in any possible way they can. Therefore, proper and influential communication becomes an essential and integral part of any brand and its existence. This study talks about four such situations where brands have dealt with either of these situations. Towards the end we will be able to identify and conclude as to how important it is to maintain a proper channel of communication not only to deal with the temporary situations but to also build your brand's identity and maintain it in the long run. The analysis is based and conclusions are drawn on the basis of four brands which are KINGFISHER, VODAFONE, CADBURY and BLACKBERRY. Supported by an in-depth study of various theories of communication.*

**Keywords:** *Importance of communication for management of brand image*

**Technical Session 02**

**18<sup>th</sup> February 2015**

**10.15 a.m.-12.20 p.m.**

**Bougainvillea,**

**Galadari Hotel,**

**Colombo**

## **New Technologies and Innovations in Marketing**

**Session Chair:**

**Prof. Greg Sand**

01	The impact of social media on advertising effectiveness for mobiles	<i>Prof. Hashem Tareq</i>
02	Impact of marketing knowledge management on the performance of Kaleh meat products organization	<i>Mr. Majid Bagherzadeh Khajeh Fatemeh Abbasi</i>
03	Influential factors on generating positive word-of-mouth	<i>Ms. Saraniya Devendra</i>
04	Impact of social media on customer loyalty in the Sri Lankan hotel sector	<i>Mr. S.M. Saneer Ali</i>
05	A study on green marketing – with special reference to selected corporates in India	<i>Dr. R. Rajasekaran N. Gnanapandithan G. Jayanthimala</i>



[08]

## THE IMPACT OF SOCIAL MEDIA ON ADVERTISING EFFECTIVENESS FOR MOBILES

Hashem Tareq

*Marketing Department, Al-Isra University in Jordan*

### **ABSTRACT:**

*This study aims to investigate the impact of social media on advertising effectiveness for mobiles. The researcher uses the descriptive analytical approach, where theoretical framework depends on books, periodicals, and electronic articles, while fieldwork is covered by designing a questionnaire. The study population includes mobile customers who use social media and live in Amman, Jordan. The study depends on a convenience sample that consisted of 500 employees. 404 questionnaires were returned, which represent 80.8% of the total sample. The study results indicated that social media has an impact on advertising effectiveness for mobiles. There is no statistical difference in the impact of social media on advertising effectiveness for mobiles due to gender. There is no statistical difference in the impact of social media on advertising effectiveness for mobiles due to age. And there is no statistical difference in the impact of social media on advertising effectiveness for mobiles due to income.*

**Key words:** *Social Media, Advertising, Advertising Effectiveness*

[09]

**IMPACT OF MARKETING KNOWLEDGE MANAGEMENT ON THE  
PERFORMANCE OF KALEH MEAT PRODUCTS ORGANIZATION**

Majid Bagherzadeh Khajeh<sup>1</sup>, Fatemeh Abbasi<sup>2</sup>

*Department of Management, Tabriz Branch, Islamic Azad University, Tabriz, Iran<sup>1</sup>*

*Department of Management, Aras Institute of Higher Education, Tabriz, Iran<sup>2</sup>*

**ABSTRACT**

*The present research has been performed in order to investigate the impact of marketing knowledge management on organizational performance of Tehran's Kaleh Meat Products Corporation. For the assessment of the research model variables, a questionnaire with 57 questions was designed and distributed among the marketing and sales personnel (according to the number of staff in each section). Cronbach's Alpha coefficient was in an acceptable level for all variables. In order to assess the hypotheses, we applied t-test and SPSS software (version 16). Researches show that from the staff viewpoint, marketing knowledge management assets and capabilities affect the market, customer and financial performance. However, marketing knowledge management assets have the maximum impact on the organization's market performance, and marketing knowledge management capabilities have the maximum impact on customer and financial performance.*

**Keywords:** *Marketing Knowledge Management, Marketing Assets, Marketing Capabilities, Market Performance, Customer Performance, Financial Performance.*

[10]

## INFLUENTIAL FACTORS ON GENERATING POSITIVE WORD-OF-MOUTH

Saraniya Devendra

*Eastern University, Sri Lanka*

### **ABSTRACT**

*Strong competition within the service sector particularly in the banking industry, let the organizations to be successful that they can use the most innovative ways for advertisement to fascinate their customer's attention to the services that they provide. One of the technique that banks can be differentiated from others and accomplish competitive advantage is using positive word-of-mouth. There is a requirement for generating positive word-of-mouth and an understanding the factors those are influencing on it. Therefore, this research is contributing to identifying the factors those are influencing on Generating Positive Word-Of-Mouth (GPWOM) in relation to popular banks selectively. To achieve the goals of this research, the data were collected from convenience sample of 200 banking customers in Colombo Divisional Secretariat Division. The respondents provided the data by means of a close-ended questionnaire. Pearson's Correlation was used for testing the hypotheses. Data analysis was conducted using SPSS Software. The results of this research revealed that Customer Employee Relationship (CER), Promotional Efforts (PE), Service Delivery (SD) and Service Quality (SQ) have positive significant relationship with GPWOM and PE has higher influence than other factors on GPWOM. This study provides outcomes that could be valuable to bank managers for strategic planning and to compete in the industry.*

**Keywords:** *Customer Employee Relationship, Promotional Efforts, Service Delivery, Service Quality, GPWOM and Banking Industry*

[11]

**IMPACT OF SOCIAL MEDIA ON CUSTOMER LOYALTY IN THE SRI LANKAN  
HOTEL SECTOR**

S.M. Saneer Ali<sup>1</sup>, G.D Samarasinghe<sup>2</sup>, Nalin Abeysekera<sup>3</sup>

*Common-Wealth Executive MBA Program, Department of Management, Open University of  
Sri Lanka, Nawala, Sri Lanka<sup>1</sup>*

*Department of Management of Technology, University of Moratuwa, Katubedda, Sri Lanka<sup>2</sup>*

*Department of Management, Open University of Sri Lanka, Nawala, Sri Lanka<sup>3</sup>*

**ABSTRACT**

*With Tourist Hotels contributing considerably to the country's gross domestic product and foreign customers having increased access to internet and becoming ever more familiar with internet / social networks, there is ample opportunity for the hotels to exploit in the domain of social media. This study aims to explain the impact of social media on customer loyalty in the Sri Lankan tourist hotel industry. The present study hypothesized that social media positively influences the customer loyalty namely; Advocacy Loyalty, Retention Loyalty and Purchasing Loyalty. Pre-Structured questionnaires were administered to a representative sample of hotel foreign customers of selected tourist hotels in western province in Sri Lanka. Linear regression analysis revealed a significant path coefficient, which explained social media positively, influenced on customer loyalty in the tourist hotel sector of Sri Lanka. The findings have implications that Sri Lankan hotels should actively use social media (namely forums and communities, ratings and reviews and referrals and recommendations) to enhance customer loyalty. This should be carried out as a strategic initiative under a social media implementation plan in order to achieve and sustain their competitive advantage in the Sri Lankan hotel sector.*

**Keywords:** *Customer Loyalty, Hotel sector, Social Media, Sri Lanka*



[12]

**A STUDY ON GREEN MARKETING – WITH SPECIAL REFERENCE TO  
SELECTED CORPORATES IN INDIA**

Dr.R.Rajasekaran<sup>1</sup>, N.Gnanapandithan<sup>2</sup>, G.Jayanthimala<sup>3</sup>

*PSG College of Arts and Science, Coimbatore- Tamil Nadu- India<sup>1,2,3</sup>*

**ABSTRACT**

*The concept of green marketing has given more importance among corporate of today's business world. Green marketing environmental concerns have grown in recent years. Environment can be defined as everything which surrounds on a system. Marketing can be seen as a system which must respond to environmental change. Just as the human body may have problems, it fails to adjust to environmental changes. Similarly, businesses many fail if they do not adapt to the changing environment. Society today has become more concerned with natural environment, people are now more conscious about eco-friendly products or green products and also about their own safety & welfare which lead to emergence of Green business practices and it is popularly known as Green Marketing. The objective of the study is to introduce the concept of green marketing & green marketing mix which is adopted by selected organisation in India, highlights significance and its problems. It also provides feature research opportunities in different dimension in the same field.*

**Keywords:** *Green marketing, Environmental, eco-friendly, Opportunities and Conscious.*



**Technical Session 04**

**18<sup>th</sup> February 2015**

**01.30 p.m.-03.35 p.m.**

**Salon Orchid,**

**Galadari Hotel,**

**Colombo**

**Implications in  
contemporary  
marketing**

**Session Chair:**

**Prof. Antonio Lobo**

01	Ingenuity, integration and inspiration: the role of 'spot admissions' in international marketing	<i>Mr. Matthew Gordon</i>
02	Challenges facing Rahma international in the global non-profit world	<i>Mr. Ammar Alkandari</i>
03	The interdependency of asset pricing on prices of its substitutes. application to cocoa, coffee and tea	<i>Kwadwo Agyei Nyantakyi, B. L. Pieris, L. H. P. Gunaratne &amp; Gifty Ghansah</i>
04	Influence of reference group on consumer purchasing decision of mobile phones	<i>Dr. Ambalam Pushpanathan</i>



[13]

## INGENUITY, INTEGRATION AND INSPIRATION: THE ROLE OF 'SPOT ADMISSIONS' IN INTERNATIONAL MARKETING - A WORKING PAPER

Matthew Gordon

*Global University Systems*

### **ABSTRACT**

*This paper aims to highlight and discuss a range of issues that relate to common, received and established methods in the international marketing of Higher Education Institutions (HEIs) overseas, with specific reference to the South Asian markets.*

*It will attempt to reflect upon so-called 'traditional' methods of marketing versus innovative and nascent methodologies as practiced by a range of colleges and universities, with some focus upon LSBF's activities ([www.lsb.org.uk](http://www.lsb.org.uk)) on the ground in the region.*

*The role and perception of value that is given to, and indeed assumed, by a variety of stakeholders in promoting and receiving HEIs in-country has significantly changed over the last 5 years. This paper aims to engineer a wider debate on the importance and true value of such events in contrast to (and comparison with) methods used by UK-based universities, private institutions and publically-funded Further Education colleges. A number of concepts within this arena will be considered, namely: the role of the student as a consumer; the nature and activities of local representatives; preconceptions of HEI representatives (admissions officers and marketers) in the minds of stakeholders; the impact upon local educational institutions; the psychological value of British academic and professional qualifications; and implications for current trends in transnational education and the movement of people. The influence of international business practices and Human Resource issues will ground and unite these concepts.*

*Further to this, the author will attempt to demarcate definitions of marketing as a wider concept, and thus (re)define common assumptions of Higher Education as a product. Tertiary institutions as a whole (it is hoped) facilitate learning at an independent and individual level. If so, is it time to restructure thought on pedagogy in relation to the needs of international business? This is a question often at the heart of points made at governmental level towards educating students in line with the needs of employers. Innovation in marketing techniques and teaching methods, inculcated into individual businesses' culture must be at the centre of all aspects of any corporation that regards itself as dynamic. The development of people as individuals, the modification of products and the enhancement of processes should all combine to inform best practice in the ever-changing competitive environment. As such, this paper will conclude with views upon the responsibilities of businesses working in conjunction with educators and their allied interests within marketing strategies.*

**Keywords:** HEI, Higher Education, students, spot admissions, pedagogy, marketing, product

[14]

## CHALLENGES FACING RAHMA INTERNATIONAL IN THE GLOBAL NON-PROFIT WORLD: A CASE STUDY

Ammar Alkandari

*Master Student in Western Sydney University (marketing)*

### **ABSTRACT**

*Rahma International Organisation is a non-profit organisation located in Kuwait with a global reach into a wide range of countries. Faced with resource limitations and a focus on operational issues, Rahma International has overlooked the importance of building relational capital. This paper analysed the organisation's structure and policy with the Six Forces Chart in order to understand industry by gives and identifies the structural underlining drivers of profitability and competition, Rahma International was facing increasing competition and was in need for a set of resources evidencing minimum growth by using sex forces method. The ever expanding number of non-profit organisations makes it difficult to develop brand image in the market place in order to attract the important donor funds. The organisation needs to develop a clear understanding of their target customer and the nature of the relationship that it is seeking to build with these target consumers. Recognising that the organisation not only has a responsibility to servicing their needs but that the organisation must build its reputation in the marketplace is important. This is because non-profit organisations with a higher level of market awareness are able to attract a larger supply of funds. Building a coherent and consistent global brand image and the promotion of this brand image is important for Rahma International.*

**key words and reference:** *non-profit organization - Rahma International Organisation - brand image - target customer – donor .*

[15]

**THE INTERDEPENDENCY OF ASSET PRICING ON PRICES OF ITS  
SUBSTITUTES APPLICATION TO COCOA, COFFEE AND TEA**

Kwadwo Agyei Nyantakyi<sup>1</sup>, B. L. Pieris<sup>2</sup>, L. H. P. Gunaratne<sup>3</sup>, Gifty Ghansah<sup>4</sup>

*Postgraduate Institute of Agriculture, University of Peradeniya, Sri Lanka.*<sup>1,2,3</sup>

*HOD Mathematics, St. Marks Church of England Academy, London, UK*<sup>4</sup>

**ABSTRACT**

*This paper examines the behavior of prices of cocoa, coffee and tea as substitute beverages. It seeks to investigate if the pricing of one asset is influenced by the prices of any of the other substitutes i.e. their interdependency. Using Akaike Information Criterion (AIC), Schwarz Information Criterion (SIC) for selecting the best model from the competing models, the best models fitted were, Cocoa prices ARIMA (0, 1, 2), Coffee prices ARIMA (1, 1, 1) and Tea prices ARIMA (0, 1, 0) respectively. Thus, all the three variables were integrated of order I (1). Johansen cointegration testing showed that there was at most one cointegration, among these assets, indicating that there is a long-run equilibrium among the pricing of the prices of Cocoa, Coffee and Tea. Analysis with the Granger causality test also shows Granger causality between all the three variables, hence indicating that there is a long run association among prices of cocoa, coffee and tea. The cross correlation matrix application also highlighted all three variables as positively correlated with cocoa and coffee having a very high correlation of 0.8. This indicates a probable higher dependency of the pricing of these two assets on the price of the other. Furthermore, due to the cointegration a Vector Error Correction model (VECM) was used to estimate the equation relating the prices of the Cocoa, Coffee and Tea.*

**Keywords:** *Cointegration, long-run equilibrium, Correlation matrix, normality, VECM*

[16]

## INFLUENCE OF REFERENCE GROUP ON CONSUMER PURCHASING DECISION OF MOBILE PHONES

Pushpanathan A

*Faculty of Business Studies, Vavuniya Campus of the University of Jaffna, Mannar Road,  
Pambaimadhu, Vavuniya.*

### **ABSTRACT**

*Advances in technology and the accompanying explosive growth in data are empowering global consumers like never before. To compete in this new era, marketers must understand how consumers make purchasing decisions and what factors influence their choices. The Mobile phones have today become a necessity item in human being life. It treated as a vital instrument carried by the individual to be informed and connected to the world. Since it is a very common device in Sri Lanka, marketers are trying to boost their mobile phone sales by using many communication tools. Especially they have used famous stars to communicate their message to target consumers not directly but through the people who are favored by public. Reference group concept is very practical and common tool within the professional marketers. They have used them to communicate the messages indirectly to win over their competition. The present study explores the influence of reference group on consumer purchasing decision of mobile phones. The main objective of present study is to find which reference group mostly influence on consumer purchasing decision. The data were collected from the mobile phone users in Dehiattakandiya Divisional Secretariat. 100 Consumers (age limit between 20 and 30) were randomly selected for this study purpose. Reference group – family, friend, and media – is considered as independent variable and consumer purchasing decision is considered as dependent variable in this study. The hypotheses were tested through set data set. The results indicated that the friends in reference group are highly influenced on consumer purchasing decision of mobile phone than media and family.*

**Keywords:** *Friends, family, media, purchasing decision,*



**Technical Session 03**

**18<sup>th</sup> October 2014**

**10.15 a.m.-10.55 a.m.**

**Salon Orchid,**

**Galadari Hotel,**

**Colombo**

**Supply Chain  
Management**

**Session Chair:**

**Dr. P.G.S. Amila  
Jayarathna**

01	An empirical study of sustainable supply chain management and profitability in the apparel industry	<i>Prof. Fumihiko Isada, Yuriko Isada</i>
02	Adoption of third party logistics by Indian manufacturing industries	<i>Mr. Vivekanandhan Porselvan, Karthik.S &amp; Ashwin.V</i>
03	Challenges faced by humanitarian logisticians in delivering aid during disasters	<i>Dr. Sourabh Bhattacharya &amp; Divya Nagilla</i>
04	Integrating supply chain and network in a humanitarian context	<i>Mr. Amin Maghsoudi, Noorliza Karia &amp; Wilawan Jansri</i>



[17]

**AN EMPIRICAL STUDY OF SUSTAINABLE SUPPLY CHAIN MANAGEMENT  
AND PROFITABILITY IN THE APPAREL INDUSTRY**

Fumihiko Isada<sup>1</sup>, Yuriko Isada<sup>2</sup>

*Kansai University<sup>1</sup>, Kwansei Gakuin University<sup>2</sup>*

**ABSTRACT**

*The aim of this research is to verify empirically the relationship between the activities of sustainable supply chain and profitability in the apparel industry. Sustainable supply chain management involves controlling the business processes between the main organizations as a whole, and integrating the economic objectives of each organization in relation to the social environment strategically and transparently in order to improve the long-term economic performance of each company and its supply chain (Carter & Rogers, 2008). According to previous studies, conventional philanthropic activities or environmental activities are often not correlated to improvements in the financial results of a company. Various activities are included in conventional philanthropic activities. The sustainable supply chain activities in this research are distinguished from conventional philanthropic activities, such as that aimed at hedging risk. In terms of research methodology, statistical verification was carried out based on the sustainability statement, the various publicity materials and the financial data released by each company. In conclusion, when private enterprises adopt a positive approach to sustainable supply chain activity, unlike a simple redistribution of profits, corporate and social values expand cyclically on a long-term basis. The implications of this research are of particular relevance to business administrators who may have confidence in investment for sustainable supply chain as the advantages of sustainable supply chain activity and the link to profitability are clear.*

**Keywords:** *sustainable supply chain management, creating shared value, empirical research, apparel industry*

[18]

**ADOPTION OF THIRD PARTY LOGISTICS BY INDIAN MANUFACTURING  
INDUSTRIES – A PERCEPTION STUDY**

Vivekanandhan.P<sup>1</sup>, Karthik.S<sup>2</sup>, Ashwin.V<sup>3</sup>

*Research Scholar, Department of Metallurgical & Materials Engineering, National Institute  
of Technology, Tiruchirapalli – 620 015, Tamil Nadu, India. <sup>1</sup>*

*Department of Electrical & Electronics Engineering, SRM Easwari Engineering College,  
Chennai-600 089, Tamil Nadu, India. <sup>2</sup>*

*Department of Mechanical Engineering, SRM Easwari Engineering College, Chennai-600  
089, Tamil Nadu, India. <sup>3</sup>*

**ABSTRACT**

*Within the Asia pacific, for several decades India has been assumed to be the hub for international manufacturers due to its economic stability and higher customer population. It has attracted several global manufacturers to place their manufacturing units within the Indian territory. The manufacturing industries keep increasing and expanding their production units to increase the productivity in order to satisfy the domestic and global customer demands. The impact caused by the increased activity in manufacturing industries has resulted in the growth of the Logistics industry which plays an emerging and inevitable role to deliver the goods to the consumer. Recently manufacturing industries have shown interest in adopting Third Party Logistics(3PL) for their needs and there has been a steady increase with every passing year. The perception behind the adoption of 3PL varies from one firm to another. It depends upon their commitments to customer requirements and their financial grounds. In this proposed work, the survey studied small, medium and large scale industries from South India. Around 130 manufacturing industries have participated and their perspectives on adopting 3PL for their firms were recorded. The perceptions were collected in different modes such as face-to-face interactions, online and offline questionnaire completion. The SPSS analyzed data depicts that, the perception of adoption of 3PL varies from one firm to another on 16 prioritized performance metrics that suits all the levels of the industries in question. The ranking of the 16 performance metrics portrayed that the priority varied depending on the level of the industries.*

**Keywords:** *Third Party Logistics, Manufacturing Industries, Indian Scenario, Performance metrics.*

[19]

## CHALLENGES FACED BY HUMANITARIAN LOGISTICIANS IN DELIVERING AID DURING DISASTERS

Dr. Sourabh Bhattacharya<sup>1</sup>, Divya Nagilla<sup>2</sup>

*Institute of Management Technology<sup>1,2</sup>*

### **ABSTRACT**

*The frequency of natural and man-made disasters is increasing year on year. It is forecasted that in the next 50 years man-made and natural disasters will increase five-fold. Relief aid in the form of cash and kind is delivered to victims by the local governments, local NGOs, international humanitarian organizations like Red Cross, Red Crescent Society etc. There are many challenges encountered in delivering the aid to victims. Various materials are given to the victims, but there is scarcity of materials handling equipment at the receiving end. The medication needed in disaster areas requires temperature control-which becomes a challenge due to lack of infrastructure and power supplies. Supplying safe and hygienic food is also a challenge during disasters.*

**Keywords:** *Disasters, Humanitarian logisticians, Relief aid, Humanitarian organizations, Challenges, Delivery.*

[20]

## INTEGRATING SUPPLY CHAIN AND NETWORK IN A HUMANITARIAN CONTEXT

Amin Maghsoudi<sup>1</sup>, Noorliza Karia<sup>2</sup>, Wilawan Jansri<sup>3</sup>

*Department of Operations Management, School of Management, Universiti Sains Malaysia<sup>1,2</sup>  
Faculty of Economic & Business Administration, Thaksin University<sup>3</sup>*

### **ABSTRACT**

*This research is aimed to introduce the concept of net-chain from a humanitarian context. A net-chain is group of networks containing horizontal relationships between organizations within a particular sector, which are sequentially arranged based on vertical relationships between firms from different sector. Net-chain analysis conceptualizes supply chain and network perspectives when group of organizations coordinate their efforts. The propositions in this study are based on the strength of relationship between organizations in the humanitarian aid network (e.g. government, corporate donors and suppliers, INGOs, UN agency), which correspond to their particular types of interdependencies: pooled, sequential, and reciprocal. Accordingly, an appropriate coordination mechanism is offered.*

**Keywords:** *supply chain, network, net-chain, humanitarian context, coordination.*

**Technical Session 05**

**18<sup>th</sup> February 2015**

**01.30 p.m.-03.10 p.m.**

**Salon Orchid,**

**Galadari Hotel,**

**Colombo**

**Services Marketing**

**Session Chair:**

**Prof. Serigus Koku**

01	Marketing Dispossession: A Strategy for Financial Services	<i>Prof. Serigus Koku</i>
02	Organizational agility development model in service organizations based on interpretive structural modeling approach	<i>Dr. Houshang Taghizadeh &amp; Abdolhossein Shokri</i>
03	Applying a marketing approach to the internationalization of a technology SME: A case study of a French SaaS vendor.	<i>Assistant Prof. Rania El Haddad</i>
04	Leadership and service innovation: the effects of supervisor-subordinate conflicts	<i>Assistant Prof. Ming-Hong Tsai</i>
05	Impact of career plateau and supervisory support on career satisfaction: A Study of the Banking Industry in Kuwait	<i>Mr. Nasser S. Boresli</i>







[21]

## MARKETING DISPOSSESSION: A STRATEGY FOR FINANCIAL SERVICES

Prof. Serigus Koku

*Florida Atlantic University*

### **ABSTRACT**

*Because the word dispossession is not often used in marketing or together with “marketing”, it makes sense to start my paper not only by defining the word, but also by explaining what I mean by “marketing dispossession”. Dispossession means a number of things. Literally it means to “put out of possession”. It is also used in politics to refer to the forced subjugation and the associated hopelessness forced upon a people. However, in this context, I use “dispossession” as a verb to refer to situations in which a financial institution is compelled to repossess a car or house from the purchaser. Therefore, by “marketing dispossession”, I mean how marketing communication can be used lessen the pains, the anger and the feeling of hopelessness that a borrower experiences when s/he, for one reason or the other, has to lose a possession such as a home or a car to a financial institution. Marketing practitioners use the marketing communication mix to communicate with their target markets and to achieve their communication objectives using the sequential product adoption model. This model and others like it have served marketers well as they allow marketers to tailor strategies that could use specific elements to target consumers at the different stages in the purchase (adoption) process. However, the recent economic crisis has revealed a big deficiency in the marketing communication model, particularly in the case of financial services when they have to repossess areal or personal property. How is the repossession request communicated without stirring anger or bitterness in the customer? This study develops a comprehensive communication model that is particularly suitable for financial services using theories from counseling psychology, specifically the theory of existentialism. The proposed model does not only fill an existing gap, but it also in a practical way advances the practice of financial services marketing.*

**Keywords:** *Marketing Communication Mix, Sequential Product/Service Adoption, Dispossession*

[22]

**ORGANIZATIONAL AGILITY DEVELOPMENT MODEL IN SERVICE  
ORGANIZATIONS BASED ON INTERPRETIVE STRUCTURAL MODELING  
APPROACH**

Houshang Taghizadeh<sup>1</sup>, Abdolhossein Shokri<sup>2</sup>

*Department of Management, Tabriz Branch, Islamic Azad University, Tabriz, Iran<sup>1,2</sup>*

**ABSTRACT**

*Human resources are one of the important resources in organizations, and their capability causes the organizations to act more successfully in achieving their goals. That is why human resources agility is one of the important and basic concerns in organizations. In this regard, the present article aims to investigate the relationships among the components of organizational agility development in the service organizations of Tabriz. The research variables consist of the indices affecting organizational agility development which have been identified in the previous studies. The research method is descriptive, and the statistical population includes 30 managers of service organizations holding at least M.A. degrees. Data collection has been carried out through the use of a researcher-made questionnaire, the validity and reliability of which have been confirmed through content validity and test-retest. For data analysis, the researchers have applied interpretive structural modeling technique. The results indicate that the component "customer Enrichment" has the highest rate of being affected and the components "flexibility" and "developing efficiency" have the highest rate of effectiveness.*

**Keywords:** *Agility, Agility Development, Interpretive Structural Modeling.*

[23]

## APPLYING A MARKETING APPROACH TO THE INTERNATIONALIZATION OF A TECHNOLOGY SME: A CASE STUDY OF A FRENCH SAAS VENDOR

Rania El Haddad

*Lebanese American University*

### **ABSTRACT**

*Software as a Service has grown rapidly as a new business model. It is an approach generally taken by SME technology companies in offering new product to the market. The SaaS approach is simple to expand internationally but the existing research into this area is incomplete as it tends to focus on the networks that companies use. This paper looks to extend this area of research by looking specifically at the approaches to marketing planning that such SMEs adopt and the impact that this has on their internationalization.*

*A case study was carried out with a French SME technology company that is looking to expand its SaaS offering internationally. The case was analyzed through a series of qualitative interviews with key staff and customers. Thematic analysis was then used to identify the key findings which in general supported the academic literature and showed that while the use of networks in marketing was important, an effectual approach to marketing planning was paramount. By looking in detail at the success/failure of each campaign, the company was able to maximize the benefits of subsequent one.*

*The implications of the research are that SME technology companies selling SaaS need to ensure that they create a marketing plan that consists of a number of small contained campaigns. These campaigns should make use of all the networks that the company has including social, customer and partners. Time should be set aside at the end of each campaign to review it and the implications learnt should be applied to the next plan. The paper proposed the maxim of SaaS – Stop, Analyze, Adapt, and Start as a simple pneumonic to assist with the process*

**Keywords:** *Marketing Approach, SaaS, Internationalization, Technology.*

[24]

## LEADERSHIP AND SERVICE INNOVATION: THE EFFECTS OF SUPERVISOR- SUBORDINATE CONFLICTS

Ming-Hong Tsai

*Singapore Management University/ School of Social Sciences*

### **ABSTRACT**

*A supervisor can significantly impact the circumstances within which innovation can occur. However, previous research on innovation has not examined how the conflicts between a supervisor and his or her subordinate influence his or her subordinate's service innovation. To address this theoretical gap, a field study was conducted to understand the impacts of task and relationship conflicts between a supervisor and his or her subordinate on the subordinate's service innovation. Task conflict refers to disagreements regarding the task issues whereas relationship conflict refers to interpersonal incompatibility. The results demonstrated that the association between task conflict and service innovation is not statistically significant. However, relationship conflict between the supervisor and his or her subordinate is negatively associated with service innovation because the subordinate perceived his or her supervisor as less open-minded. This negative association was weakened when the subordinate understood that relationship conflict may result from task conflict. Finally, the theoretical implications of how a supervisor can manage relationship conflict in the work environment in order to promote service innovation and practical recommendations were discussed.*

**Keywords:** *leadership, task conflict, relationship conflict, service innovation*

[25]

**IMPACT OF CAREER PLATEAU AND SUPERVISORY SUPPORT ON CAREER  
SATISFACTION:**

**A STUDY OF THE BANKING INDUSTRY IN KUWAIT**

Nasser S. Boresli

*Kuwait University*

**ABSTRACT**

*Career plateau is one of the major concept that has been around any organization in last decades and also that was changing the handling with it in a recent years.in this study addresses the factors that affect the job satisfaction and job plateau for instance challenging environment create positive attitude and more efficient outcome. It is doubtful to say that the employee will feel better and good or in another way that they are satisfied in their careers without any developing in their position and any action from the management in such organization. managements would make efforts to minimize the chances of career plateau from occurring by supporting their employees' career development within the organization. By doing so, career plateau chances can be reduced, which will positively affect career satisfaction. When employees have an ongoing development in their careers they tend to be more satisfied with their jobs than those who have reached a plateau in their careers.*

*The purpose of this study, thus, is to study the relationship between the factors of Job Content Plateau, Supervisory Career Support, and their effect on Employee Job Satisfaction. By conducting this study, it is forecasted that the results will shed some light on the career plateau subject, and provide useful information for future studies in this field.*

***Keywords: Career plateau, Supervisory Career Support, Employee Job Satisfaction***





# **VIRTUAL PRESENTATIONS**





**VIRTUAL PRESENTATIONS**

01	Branding in FMCG sector in India: A comparison of Indian and Multinational Companies	<i>Dr. Sirohi Pragati &amp; Rana Vivek Singh</i>
02	Alcohol consumption among Sri Lankan youth in the UK	<i>Samanthika Gallage</i>
03	Water Hyacinth: Source of Green Marketing and Inclusive Growth	<i>Anne Marie F. Bagadion, Margie B. Miranda &amp; Rosalina B. Loquias</i>
04	Can your brand sell the jobs? the effect of brand identity on job choice decisions in Sri Lankan context	<i>W. D. N. S. M. Tennakoon</i>
05	Emotional Labor in Healthcare Services: a marketing perspective	<i>Joana Dias, Miguel Pina e Cunha &amp; Arménio Rego</i>
06	Reverse Supply Chain: A New Approach for Plastic Waste Management	<i>Hiremath Chetan V. &amp; Patil S.C</i>



[26]

## BRANDING IN FMCG SECTOR IN INDIA: A COMPARISON OF INDIAN AND MULTINATIONAL COMPANIES

Dr. Sirohi Pragati<sup>1</sup>, Rana Vivek Singh<sup>2</sup>

S.R.M.G.P.C. Lucknow, U.P., India<sup>1,2</sup>

### ABSTRACT

*Brand is a name, term, sign, symbol or design or a combination of all these which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of the competitors and perception influences purchase decisions here and so building that perception is critical. The FMCG industry is a low margin business. Volumes hold the key to success in this industry. Therefore, the industry has strong emphasis on marketing. Creating strong brands is important for FMCG companies and they devote considerable money and effort in developing brands. While differentiation on functional attributes is difficult to achieve in this competitive market, branding results in consumer loyalty and sales growth. FMCG major companies compete in the marketplace to reach out to the masses and compete with brands in similar product categories. Brand-building is very crucial for FMCG companies and for the consumers who are reluctant to try out unknown brands. And brand loyalty is fickle. Companies know this and that is why they relentlessly work towards brand building. A powerful brand enjoys a high level of consumer brand awareness and loyalty. Purpose of the study is a comparison between Indian and multinational companies with regard to FMCG sector in India. Research methodology focuses on estimation of brand value of a company, which can be taken to be the excess of market capitalization over the net worth of a company. Major results indicate that MNCs are ahead of Indian Companies with regard to branding. Implications for Indian companies are that they have to consistently put in relentless efforts in their brand building process.*

**Keywords:** Branding, FMCG, market capitalization, net worth, brand value

[27]

## ALCOHOL CONSUMPTION AMONG SRI LANKAN YOUTH IN THE UK

Samanthika Gallage

*University of Sri Jayewardenepura, Sri Lanka*

### **ABSTRACT**

*The prevalence of excessive alcohol consumption is an issue within student populations globally, and particularly within the United Kingdom. Even with many social marketing initiatives the problem still prevails around the globe. Most of the marketers are blamed for promoting alcohol through fun and excitement and it has made alcohol consumption extremely normal for young people in the current consumption culture. Hence, social marketers try to overcome this public health issue through various social marketing initiatives. In order to overcome these issues it is pivotal to address important influencing factors for youth alcohol consumption. Hence, the aim of this study is to explain the influence of cultural transition on youth alcohol consumption. The literature review confirmed that cultural transition has an impact on consumption behavior and most of the studies have only being focused on European and American contexts, while ignoring the Asian context to a large extent. The researcher adopted narrative analysis methodology due to the aims and the nature of the study. Fourteen in-depth interviews were conducted with Sri Lankan students who consume alcohol and residing in the UK. Data was analysed using thematic analysis. The findings empirically suggested that the freedom, accepted drinking culture and the curiosity lead them to consume more alcohol in the UK. Hence, the findings contributed for social marketing literature and public health policy.*

**Keywords:** *youth, alcohol consumption, cultural transition, social marketing*

[28]

## WATER HYACINTH: SOURCE OF GREEN MARKETING AND INCLUSIVE GROWTH

Anne Marie F. Bagadion<sup>1</sup>, Margie B. Mirando<sup>2</sup>, Rosalina B. Loquias<sup>3</sup>

*Department Chairperson, Department of Allied Business Courses, College of Business and Accountancy, Ateneo de Naga University, Aveneo Ave., Bagumbayan, Naga City 4400, Camarines Sur, Philippin<sup>1</sup>*

*University Professor, Department of Allied Business Courses, College of Business and Accountancy, Ateneo de Naga University, Aveneo Ave., Bagumbayan, Naga City 4400, Camarines Sur, Philippines<sup>2</sup>*

*University Professor, Department of Allied Business Courses, College of Business and Accountancy, Ateneo de Naga University, Aveneo Ave., Bagumbayan, Naga City 4400, Camarines Sur, Philippines<sup>3</sup>*

### ABSTRACT

*Water Hyacinth or also known as Water Lily has become a source of problem, wherein it has been clogging parts of the Bicol river for some time. But there's a saying "in every chaos, there is opportunity." Considered as nuisance before, the Water Lily has become a source of income for some local towns in Camarines Sur and other parts of the Philippines. Converting the plant into different novelty items and has become the source of livelihood for different towns and municipalities. Thus, this study was inspired by the action of the local and national government partnering with private sectors in coming up with "inclusive growth" program to provide employment especially for marginalized sector of the society in rural and suburban communities. The research methodology used was Descriptive method. The highlights of the results of the study is to reinforce the marketing mix and the application of different technology, wherein the water hyacinth can be converted into different novelty items providing green marketing, generate employment, and provide economic "inclusive growth" to the marginalized – housewives and out of school youth.*

**Keywords:** *Water Hyacinth; Inclusive growth; Marginalized sector; Marketing Mix; Technology*

[29]

## **CAN YOUR BRAND SELL THE JOBS?**

### ***THE EFFECT OF BRAND IDENTITY ON JOB CHOICE DECISIONS IN SRI LANKAN CONTEXT***

W. D. N. S. M. Tennakoon,

*Senior Lecturer, Department of Business Management, Faculty of Business Studies and  
Finance, Wayamba University of Sri Lanka, Kuliypitiya, Sri Lanka.*

#### **ABSTRACT**

*Attracting and retaining high-quality employees are important to obtaining and maintaining the competitive posture of the organization, and is an integral aspect of the effective management of human resources.*

*Marketers' efforts to build strong brands may have a spillover effect, helping organizations compete for limited pools of talent. While selecting jobs, people count on brand names as well. This was revealed by a study conducted by adapting 24 well-performing companies in Sri Lanka including six (06) companies those were awarded with the Brand Excellence award in 2013 by the Sri Lanka Institute of Marketing. Group of potential employees (80) were asked to rank the "company profiles". The six "best" companies' profiles were randomized among the list of company profiles. The results show an interesting connection between brand names and job choice decisions for all categories of companies. "Best" companies always enjoy greater level of likelihood to accept the job offers. People find comfortable with well-known brands thus, able to proceed with. But for others, they have doubts of how might be the future of the chosen career. On the other hand, people like showcasing that they are belonging to well-known, reputed firms rather to relatively unpopular ones. This is prevalent even if the poorly reputed firms are well-rewarding. This sounds that the good brands can cut recruitment cost by significant amount.*

**Keywords:** *Brand identity, Job choice decision, Recruitment*

[30]

## EMOTIONAL LABOR IN HEALTHCARE SERVICES: A MARKETING PERSPECTIVE

Joana Dias<sup>1</sup>, Miguel Pina e Cunha<sup>2</sup>, Arménio Rego<sup>3</sup>

*Nova School of Business and Economics<sup>1</sup>*

*Nova School of Business and Economics<sup>2</sup>*

*Universidade de Aveiro<sup>3</sup>*

### **ABSTRACT**

*This research focuses on healthcare professionals' as well as patients' and their relatives' perceptions of emotions at work during service interactions. It draws two key contributions. First, we develop a theoretical framework that clarifies the vision of healthcare professionals and patients regarding emotional labor in healthcare services. Second, we analyze the perspectives of emotions at work into the process of emotional labor: the employees' – nurses and physicians – and customers' perspectives – patients and their families. We conducted interviews with these distinct groups, and data were analyzed through Gioia methodology of Grounded theory. The results show that there are in effect two different ways of seeing the process of emotional labor, one that embraces positively the display of emotions and the relationships between healthcare professionals and patients, and the other that has an opposite perspective. Drawing on the results, we present a model of emotional labor process in healthcare services, a critical process for major services marketing areas such as healthcare.*

**Keywords:** *emotional labor, services marketing, healthcare services*

[31]

## REVERSE SUPPLY CHAIN: A NEW APPROACH FOR PLASTIC WASTE MANAGEMENT

Hiremath Chetan V<sup>1</sup>., Patil S.C<sup>2</sup>

*Kirloskar Institute of Advanced Management Studies<sup>1</sup>*

*Rani Chennamma University, Belagavi<sup>2</sup>*

### **ABSTRACT**

*Reverse Supply Chain is an emerging area of academic research across the globe. The recent developments in Reverse Supply Chain have evolved as an extension of logistics and supply chain management (Harrison & Van Hoek, 2008). The application of knowledge of Reverse Supply Chain management helps in reducing burden on nature for raw materials and act as an opportunity for employment generation (Wolsink, 2010). Today, the applications of Reverse Supply Chain management are used to fulfill the various challenges associated with Solid Waste Management. However, the existing literature reveals that there is no agreement among scholars and World agencies regarding “what constitutes waste” (UNEP1989, UNSD1997). This paper reviews various challenges in Municipal Waste Management and its effect on human and nature. The effects of mismanagement of waste are more immediate than “Green House Effect” as there is a direct linkage between development and waste (WB1999). The paper also highlights the need for proper management of waste, especially Plastics as they take more than a millennium to decay (WECF Fact Sheet, n.d.) The paper highlights the impact of mismanagement of plastic waste in Indian context. New developments in technology have made it possible to convert plastics into fuel for reuse (UNEP2009). Therefore, there is a need to use this opportunity to avoid further complications arising out of uncontrolled use of Plastics. This necessitates proper disposal collection and processing of Plastics.*

**Keywords:** *Municipal Solid Waste, Reverse Supply Chain, Plastics*





# POSTER PRESENTATION

[32]

## THE ROLE OF TRADEMARKS IN THE MARKETING STRATEGY TO PROMOTE CONSUMPTION IN HUNGARY

Marta Notari<sup>1</sup>, Melinda Czeglédi<sup>2</sup>  
College of Kecskemét, Hungary<sup>1,2</sup>

### ABSTRACT

*For a product to be competitive it has to be sold easily and has to generate profit for its producer and distributor. However, due to the characteristic food-oversupply of the European Union consumers might be easily confused. Increasingly, there is a need for guidance in making consumer decisions. Product identification and differentiation is such a possibility, where trademarking and usage of geographical indication (GI) are indispensable. In our research, as secondary research the literature on the topic was processed and in the context of the primary information gathering, standard questionnaire technique was utilized. The methods used were cluster analysis, factor analysis and confidence interval calculation. Beyond the included Hungarian trademarks, the 'Quality Food from Hungary', 'Hungarian product', 'Traditions - Tastes – Regions' programs, the EU trademarks such as Geographical Indications (PGI, PDO) and 'Traditional Specialties Guaranteed' (TSG) were also examined in the analysis of trademark's reputation. According to the consumers the trademark facilitates the consumers' buying decisions by creating trust, offering guarantee, assuring the steady specific quality, it is important due to the food scandals and moreover develops emotional attachment. The results, presented in figures and graphs, support our hypothesis that the product and brand-loyal consumer is willing to pay more for the quality that these trademarks represent. This applies both to the Hungarian and EU food labeling. Our research has also identified the trademarks as a fundamental tool of competition by playing extraordinary role in the field of marketing.*

**Keywords:** trademarks, food, consumption, marketing, European Union, Hungary