An Integrated Pareto/NBD- Fuzzy Weighted RFM Model for Customer Segmentation in Non-contractual Setting

Amir Albadvi [1], Ashraf Norouzi [2], Mohammad Mahdi Sepehri [3], Mohammad Reza Amin Naseri [4]

Abstract: Companies create revenue through creating customer relationships and sustenance of these relations in long-term. Therefore, an appropriate prediction of customer relationships is central for CRM. Segmentation divides the customer base into homogenous parts where every group of customers has similar characteristics of buying behavior and therefore has similar expected value. One of the most popular segmentation techniques is RFM analysis which uses transactional databases to provide predictions about customer lifetime value. This study aims to combine Pareto/NBD model, as a powerful tool in predicting customer's future behavior with RFM analysis to improve the segmentation quality. The Pareto/NBD model is used to estimate the probability of customers' activity in future periods, the expected number of transactions and the expected average monetary value. The result of this segmentation is being compared to the application of traditional RFM technique. Experimental results indicate that the proposed approach improves the quality of segmentation in order to estimate the customer's future value, especially in the case of more valuable segments.

1. Prof. Faculty of Engineering, Tarbiat Modares University, Tehran, Iran
2. PhD. Candidate in Industrial Engineering, Tarbiat Modares University, Tehran, Iran
3. Associate Prof., Faculty of Engineering, Tarbiat Modares University, Tehran, Iran
4. Associate Prof., Faculty of Engineering, Tarbiat Modares University, Tehran, Iran

A Comparative Investigation of Iranian Exporters' and American Importers' Perception of Persian Handmade Carpet Branding Strategy in the U.S. Market

Tahmoores Hasangholipour [1], Ali Divandari [2], Fatemeh Abbasi Beni [3]

Abstract: This comparative study investigates the Iranian exporters and the U.S. importers perception of Persian carpet branding strategy in the U.S. market. Wong and Merrilees conceptual model of international branding strategy (2007) is used as the base model. Two separate models for these communities are extracted. Results indicated that the two models are different together and with the base model due to different perceptions of Iranian exporters and the U.S importers of brand performance and market position. This conceptual difference makes the brand position in the target market not to stabilize well, marketing activities of the Iranians not to have desirable outcomes, performance brand in the U.S. market to be weak and gradually lose its market share to the competitors. Finally, based on this study, strategies to eliminate the perception gap and stabilize the brand position being offered.

1. Associate Prof., Faculty of Management, University of Tehran, Tehran, Iran

2. Associate Prof., Faculty of Management, University of Tehran, Tehran, Iran

3. PhD. Candidate in Business Policy Making, Faculty of Management, University of Tehran, Iran

Developing a Model of Antecedents and Consequences of Iran Exemplary Exporters' Competitive Intelligence

Ali Heidari [1], Hashem Aghazade [2], Alireza Valipour [3]

Abstract: The aim of this research is to develop a model of antecedents and consequences of Iran exemplary exporters' competitive intelligence (CI) in order to identify their strengths and weaknesses. For this purpose we discuss position and growth strategies of exporters, effective use of CI, export competitiveness enhancement and sustainable export development. Based on conceptual model, knowledge management capability, organizational culture and human capital were considered as factors affecting CI. Also, strategic orientation and market orientation were considered as consequence of CI. A questionnaire was designed and data were collected from 102 managers and experts of exemplary exporters. Findings from data analysis with structural equation modeling show human capital and knowledge management respectively have the most positive impact on CI. CI leads to export Market-orientation and also CI leads exporters to follow a prospector strategy.

1. Assistant Prof., University of Tehran, Tehran, Iran

2. Assistant Prof. in Business Management, University of Tehran, Tehran, Iran

3. MSc. International Marketing, University of Tehran, Tehran, Iran

The Impact of Industrial Brand Equity on Brand Performance from the Perspective of Buying Center Members (Case study: Manufacturers of home Appliances in Tehran)

Zohre Dehdashti Shahrokh [1], Amin Kohyari Haghighat [2]

Abstract: Nowadays, suppliers in order to maintain and improve their positions against other national and international suppliers take advantage of their brand equity, but the problem is that industrial suppliers do not know what factors are influencing for development and promotion industrial brand equity and also do not know how to enhance brand equity, to improve brand performance in industrial markets. This study has two main goals: 1. identify factors influencing industrial brand equity, 2. examine the relationship between industrial brand equity and brand performance. SPSS software was used to analyze data and PLS software was used to test hypotheses. Research findings indicate a significant positive effect of perceived quality, brand loyalty, social responsibility of supplier, reputation of supplier and quality of relationship between the buyer-supplier on industrial brand equity. The effect of brand awareness on industrial brand equity was insignificant. The results also showed significant positive effect industrial brand equity on brand performance in industrial markets.

1. Associate Prof., Dep. of Business Management, Allameh Tabataba'i University, Iran
2. PhD Candidate, International Marketing Management, University of Semnan, Iran

A Strategic Model of In-crisis Firms'
Turnaround Process

Hosein Rahman Seresht [1], Yahiya Hasas Yeganeh [2], Mirfayz Falah Shams [3], Mansour Irandoost [4]

Abstract: This qualitative study has been done with the final objective of exploring the in-crisis firms' turnaround process, using a systematic plan of Grounded Theory. So, open 10 interviews were conducted exclusively with managers of listed (accepted) companies' in Tehran Stock Exchange experiencing financial crisis during 2006-2012 and they have been successful in turnaround. The results of analysis were achieved through three phases of open, axial, and selective coding so that a set of initial contents was collected during the open coding and some items (categories) were extracted from them; then these items link was determined in coding paradigm in axial coding phase and each components of coding paradigm was described in selective phase. The model developed in this study compared with previous models indicates that with comprehensive approach, while addressing the shortcomings of previous models, complete picture of extra-and intra-organizational factors cause the crisis, nature, severity and duration of the crisis, turnaround strategies, underlying and intervention factors for the implementation of turnaround strategies and ultimately the outcome the revival process in crisis corporate offers.

1. Prof., Business Management, Allameh Tabatabaee University, Tehran, Iran

2. Assistant Prof. in Accountant, Allameh Tabatabaei University, Tehran, Iran

3. Assistant Prof., Financial Management, Islamic Azad University, Tehran Center Branch, Tehran, Iran

4. Assistant Prof., Business Management, Islamic Azad University, Sanandaj, Iran

Analyzing of Critical Success Factor of Strategic Alliances (Case Study: Tile & Ceramic Industrial Cluster of Yazd)

Mohammad Reza Hamidizadeh[1], Habib Zareh Ahmadabadi [2], Mohammad Ali Sangbor [3]

Abstract: In recent decades, due to the complexity of the environment, inter organizational collaboration has become the major source of competitive advantage for firms. Researchers suggested that many of these partnership structures will meet failure in long term. Accordingly, this study based on system dynamics method was investigated the critical success factors of strategic alliances in the ceramics and tile industry cluster of Yazd province. The goal of this study is to develop the relationship structure between these factors and provide a model to analyze the decision of partnership. According to the research literature, relational capital such as commitment, collaborative approach, mutual trust and satisfaction was emphasized as the critical success factors of strategic alliances. In this research after drawing casual and flow diagrams, scenarios investigated. As the result of this survey, it is denoted that alliances administrators must warranted alliances success by focusing on conflict resolution in short time planning.

Knowledge Management Model Selection for a Military Research Organization

Mohammad Reza Soltani [1], Gholam Hossein Nikookar [2], Davood Darabi [3]

Abstract: Knowledge management is an applied course dealing with identification, selection, organizing, summarization, and classification of knowledge necessary for business, so that the organization competition advantage and its employees' performance can improve. Due to its importance, it seems quite necessary for a military research organization to acquire recent knowledge and technology. Referring to the experts, and based on the results of the studying the literature, this research is intended to design a knowledge management model for a military research organization, according to which knowledge can be systematically managed. The model can be applied to the production of technological knowledge and its transmission relating ultimate research production. This research is conducted through an applied descriptive-survey method. The results indicated that seven components of knowledge management, from among its eleven components, including knowledge acquirement, knowledge identification, knowledge storing, knowledge alteration, knowledge sharing, knowledge application, knowledge creation, and make up the categories of the model. Leadership, technology and organizational culture are selected among five components of empowering.

1. Assistant Prof. in Human resource Management, Imam Hossein University, Tehran, Iran

2. Associate Prof. in System Management Imam Hossein University, Tehran, Iran

3. M.A. in Industry, Imam Hossein University, Tehran, Iran

Effects of Green Brand Image on Green Brand Equity (Case Study: Representative Household Appliances Customer and Household Appliances Customers of Chain Stores of City of Sanandaj)

Reza Shafei [1], Adel Salavati [2], Rudabeh Jahanian [3]

Abstract: The purpose of this study was to identify the effects of green brand image on the green brand equity in the customers of appliance dealer's representation and appliance dealers in the chain department stores of Sanandaj. Research variables selected from Yushan Chen (2010) study. A questionnaire was used to measure theses dimensions that have been confirmed by experts and had 24 indices. It is a descriptive, and correlation study. We have used random sampling. The population consisted of 384 customers of appliance dealers' representation and appliance dealers in the chain department stores of Sanandaj. The results indicate that green brand image has significant direct effect on the satisfaction Variables green, green trust, green brand equity. Also, green satisfaction and green trust variables have direct effects on Green brand equity. Brand Samsung at image brands Green has the highest score.

1. Assistant Prof., Dep. of Management, University of Kurdistan, Sanandaj, Iran

2. Assistant Prof., Dep. of Management, Islamic Azad University of Sanandaj, Sanandaj, Iran

3. MSc. of Business Administration, , Islamic Azad University of Sanandaj, Iran

Developing and Ranking Strategic Objectives Using Fuzzy Logarithmic Least Squares Method and Similarity Method and Drawing Strategy Map

Hossein Safari [1], Ehsan Khanmohammadi [2]

Abstract: The balanced scorecard framework with a hierarchical, multilayer, and causal-effect structure can shed light on the growth path and pave the development steps, which in addition to monitoring the financial goals. It also considers and controls the other effective and driving factors. In this study, after reviewing the balanced scorecard, a model was proposed in addition to extract the strategic objectives and strategic destinations. The importance of strategic destinations was determined using Fuzzy Logarithmic Least Deviation method. The priority of objectives based on destinations was ranked through fuzzy similarity technique. In final step, the organization's strategy map was drawn. Hence, ALPHA Company was selected and the proposed model was implemented with the cooperation of senior managers of the organization. The results of this investigation also indicated that the main strategic objectives were located in the learning and growth perspective of the company's strategy map, which helped the organization achieve its strategic destinations.

The Development of Blue Ocean Strategy pattern in Banking Industry (A Case Study of Ilam of Private Banks)

Nahid Alizadeh [1], Ardeshir Shiri [2], Mohammad Taban [3]

Abstract: The present research is done with the aim of developing blue ocean strategy in banking industry in a quantitative method with practical orientation and comparative approach as a single cross-sectional survey. The population of this research is 837 individuals including all of manager and staff working in city of Ilam's banks. The sample size, equal with 150 persons is used from formula of restricted society and from random sampling method. The main tool for data collecting is the questionnaire provided by the researcher, whose validity was confirmed by experts in the field of management and bank marketing specialists. Its reliability was obtained by Cronbach's alpha. Data analysis has been done through confirmatory factor analyzing and structural equations. Findings of the study show that a bank may implement blue ocean strategy in four stages including: 1. Elimination (extensive marketing with pervasive media, delay in presenting services and applying specialized (technical) terms in advertising), 2. Reduction (personnel costs, inefficient actions, monitoring costs), 3. Increasing (facility in work, security in procedures, phases, and credit), 4. Creation (modern bank services, costumers' classification, and variety in services). It should be noted that these results do not generalize to state banks.

1. MSc. Business Management, University of Ilam, Ilam, Iran

2. Assistant Prof., Public Administration, University of Ilam, Ilam, Iran

3. Assistant Prof., Public Administration, University of Ilam, Ilam, Iran

Designing a Model of Assessing the Effects of Competitive Strategy and Technological Innovation on Export Performance Based on Competitive Environment
(Case study: Ceramic Tile Industry in Iran)

Abdolhossein Karampour [1], Elahe Asadolahi Dehkordi [2], Heidar Ahmadi [3]

Abstract: The purpose of this study is assessing the effects of competitive strategy and technological innovation on export performance based on competitive environment in non metal mineral industry of Iran. In this paper, available approaches in the scope of determinants of EP are identified consist of contingency view, relational and resource based view. In this study, we examine relationship between technological innovation, competitive strategy and export performance. The purpose of this paper is how technological innovation and competitive strategy are caused directly a high level of performance. Conceptual model in this research integrate three main components of strategic management. It means that technological innovation, competitive strategy and performance. We distribute 123 questionnaires and 91 of them were been analysied. In this research, we investigate that focus strategy based model. As a result, technological innovation has the most effect on export performance (59%).

Impact of Price Perception Factors on Customer and Price Acceptance (Case Study: MTN Irancell Company)

Mohsen Nazari [1], Mohammad Ali Shah Hosseini [2], Seyed Vahid Tabatabaie Kalejahi [3]

Abstract: Price fairness and price satisfaction is one the most important fields in pricing and also in customer satisfaction. In this research, first the dimensions of price fairness, price satisfaction, customer satisfaction, and customer loyalty are extracted from marketing literature, then five hypotheses are developed. In proposed model, price fairness has direct impact on price satisfaction, customer satisfaction and customer loyalty. Also, price satisfaction has direct impact on customer satisfaction and customer satisfaction has direct impact on customer loyalty. Statistical Society of this research is University of Tehran's Student and the number of samples is 379. Students are selected accidently for answering the questionnaire. Structural Equation Modeling is applied in this research. The results show that all of the hypotheses are strongly supported. It means that price fairness is one of the building blocks of the price satisfaction, customer satisfaction and customer loyalty. It's recommended to assess the customer perception of the price fairness. Also, some directions for future researches are indicated

1. Associate Prof., Faculty of Management, University of Tehran, Tehran, Iran

2. Assistant Prof., Faculty of Management, University of Tehran, Tehran, Iran

3. PhD. Candidate, Marketing Management, Faculty of Management, University of Tehran, Iran