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Providing a New Decision Model in Internet Advertising Planning Using Non-dominated Sorting Genetic Algorithm II

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Marjan Tavasolifard³***

Abstract: Today, marketing models and issues are increasingly becoming complex, leading to the use of complicated solutions. The application of novel methods in marketing and advertising planning is of interest to researchers of these fields. This has led to an increase in utilization of meta-heuristics based on evolutionary computations and artificial intelligence. Regarding web advertising characteristics and current pricing strategies, in this article a hybrid pricing strategy was created based on variables of Cost-per-thousand-impressions (CPM) and Cost-per-click (CPC). Consequently, the new multi-objective optimization decision model was proposed based on this strategy. This model considered the interests of both websites managers and web advertisers. Since this new model is a high dimensional multi-objective optimization model, Non-dominated Sorting Genetic Algorithm II (NSGA-II) was used to solve it. At last, a computational example was used and numerical results obtained from the simulation proved the effectiveness of the model and algorithm.

Keywords: *Hybrid pricing, Multi-objective optimization, Non-dominated Sorting Genetic Algorithm II (NSGA-II), Web advertising.*

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The Impact of the Myers-Briggs Personality Dimensions on Shopping Intentions in Online Environments: A Comparative Study

Negin Ahghar Bazargan¹, Ali Sanayei², Azarnoosh Ansari³

Abstract: Rapid development of new technologies has transformed many aspects of our lives, including shopping. Today, physical stores are no longer the only means of shopping goods thanks to the advent of online stores on the Internet. Intentions to shop from these stores are influenced by a wide variety of internal and external factors. In this paper, the impact of personality on these intentions is explored. In doing so, a total of 130 graduate and postgraduate students at the University of Isfahan were surveyed about their intentions of buying cellphone and computer accessories over the Internet. Structural equations modeling was used to analyze the data. Upon return, one hundred responses were acceptable and thus formed the basis for analysis. According to the results, the Judging dimension, with a coefficient of 70 percent, has the highest impact on online shopping intentions followed by Introversion and Thinking whose coefficients are 54 and 37 percent, respectively. Finally, the Sensing dimension has a coefficient of 27 percent, indicating a negligible impact on online shopping intentions.

Keywords: *Online buyer, Online shopping, Online store, Personality trait, Technology Acceptance Model (TAM).*

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Investigating the Role of SMS Time Pressure in Effectiveness of Mobile Advertising with Moderation of Customer's Age

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Abstract: Evaluating the effectiveness of advertising is one of the important issues in the field of advertising. The results of these assessments help identify strengths and weakness of advertising. Time pressure of SMS is one of the influential factors on this subject. The purpose of this study was to investigate the role of time pressure of SMS in the effectiveness of mobile advertising different age groups. In this regard, an experiment was designed in which 60 customers of Shaparak Advertising Company at the age group of 20-30 and 40-31 years were randomly selected. This experiment was conducted over 3 weeks so that each of high and low time pressure groups were independently exposed to SMS. At the end of the week, participants were given a questionnaire and the results were calculated by using SPSS19 software and ANOVA two-factor variance T-test. The results show that it would be better to send SMS under low time pressure. Also, the age of customers doesn't work as a factor affecting the effectiveness of mobile advertising.

Keywords: *Effectiveness of mobile advertising, Mobile advertising, Time pressure.*

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A Model for Multi-sensory Marketing in Tourism Destination Branding

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Abstract: This study aims at providing a model for applying multi-sensory marketing in tourism destination branding. The research method was Survey research. The population comprised all tourists in Tehran both, Iranian nationals and foreigners, totaling 10000 individuals. Random sampling was employed, using Levy & Lemeshow (2002) formula, which yielded a 407-person sample size; in practice, the size changed to 394. The data collection instrument was a questionnaire developed based on the conceptual model and the research variables. The final results show that multi-sensory marketing is effective on tourism destination branding, with an impact factor of 0.813, which is meaningful given the T score of 0.05. Moreover, R² equaled 0.661, interpreted as 0.661 of changes related to tourism destination branding being due to multi-sensory marketing, and the rest, being caused by other variables. It seems that tourism and tourism marketing are each a matter of creating a pleasant experience for the customer, which is it made possible via multi-sensory marketing.

Keywords: *Branding, Destination branding, Multi-sensory marketing, Tourism.*

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Strategic Management Research in Iran: An Overview of Published Works in Domestic Scientific Journals during 2002 to 2015

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Abstract: Studying the works of Iranian researchers in the field of management over recent years shows that strategic management is one of the respected areas with a significant growth. The aim of this study is to provide a comprehensive picture of this trend and to provide a valuable insight into the status of research in the field of strategic management trends in Iran. In this regard, 251 online works published over the period 2001- 2015 in internal science-research publications in the field of management have been investigated and evaluated. Results have been presented according to various criteria such as the subject of research, models and tools for strategic analysis, the method of data collection approaches, data analysis techniques, the composition and the way in which researchers collaborate and their research interests.

Keywords: *Content analysis, Research review, Strategic management, Strategy.*

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Explaining the Relationship between Marketing Capabilities and Business Financial Performance

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Abstract: One of the main concerns of business executives is the investment in developing organizational capabilities that have a significant impact on improving business competitiveness and performance. Marketing capabilities - as one of the most important capability- are mainly concerned with the market and customers. In this research, the conceptual model is developed through a qualitative research based on content analysis to create a comprehensive model for Marketing Capabilities in Iranian B2C Market. It is notable that this model has been completed with reviewing the latest concepts in the related literature. The result of this stage is identifying 14 marketing capabilities which is a new combination for marketing capabilities. Finally, the new developed model has been tested in 123 B2C firms in the stock market. It is noteworthy that the confirmatory factor analysis was conducted and the PLS software was used to analyze the data and test the model. The results indicate that a significant direct relationship exist between marketing capabilities and business financial performance. Also, the results indicate that the relationship between marketing capabilities and business performance is moderated by Environmental Factors.

Keywords: *Business Competitiveness, Business Financial Performance, Marketing Capabilities, Qualitative Research.*

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A Conceptual Model to Explain the Readiness of Iranian Commercial Banks towards Islamic Banking Implementation: Using Grounded Theory Strategy

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Mohammad Javad Irvani⁴***

Abstract: Today, banking is considered as the beating heart and vital artery of economy; in other words, banking sector is the most important economic, monetary and financial entity. On the other hand, in Islamic economics system, this vital role has been entrusted to Islamic banking system. The process of establishing Islamic banking in Iran's economy after more than three decades of passing the Interest-Free Banking Operation Law which despite its defects, failed to execute completely and successfully. Accordingly, the current research based on a fundamental and comprehensive approach has investigated and presented a conceptual model to explain Iranian commercial banks in order to implement Islamic banking in the economy of Iran. For this purpose, the exploratory mixed approach was used. On this basis, in the qualitative phase the grounded theory strategy encompasses open coding, axial coding and selective coding and also the basic framework of this strategy was applied to achieve the extracted research model. Then, in the quantitative phase, the descriptive survey method was used to analysis and explain the proposed model. The results derived from this research have been presented in the form a confirmed and fitted model including six main categories and forty-three subcategories.

Keywords: *Commercial banks, Grounded theory strategy, Islamic banking, Organizational readiness, Policy making.*

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Assessment and Development of Non-oil Products Exports in the Social Security Investment Company (SHASTA)

Omid Mahmoudian¹, Mahdi Hashemi²

Abstract: Development of non-oil exports, due to the unfledged situation of oil exports in different economic dimensions of the country, especially in the purchase power dimension of oil revenues owing to severe fluctuations of oil price, population growth, and terminable status of oil resources, has gained necessity. Recent experiences in Iran have shown that economy reliance to the revenues of oil sales, results in exports revenues instability, thus according to the necessity of this research, assessment and development of non-oil products exports in the social security investment company is the main objective. In this study, we have used fuzzy logic according to the viewpoints of 25 individuals of university professors and firms' managers. Research findings have shown that in order to approach non-oil products exports in SHASTA to the optimization level and to improve and develop this type of export, distribution, and environment factors should be mentioned more.

Keywords: *Evaluation and development, Non-oil exports, Social Security investment companies.*

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The Effect of Social Commerce Capabilities on Customers' Attitude to Ward Buying by the Mediator Role of Trust (Case Study: Instagram Users)

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Abstract: Social commerce has been very much considered, due to the advancement of technology, the need to high-speed communication, and transactions. The aim of his research is to explore the effects of social commerce capabilities on consumers' attitude towards purchasing, regarding trust as the mediating variable in the relationship between these two variables. The present research is applied in terms of purpose and in terms of method, descriptive-correlation. The statistic population of this research included all Instagram users, who have done at least one; thus, using the non-random sampling (available), 165 users have been selected as the population members. The data collection tool was a questionnaire. The research data was analyzed using "SPSS" and "AMOS" softwares. The results indicated that there is a significant relationship between the capabilities of social commerce and consumers' attitude towards purchasing directly and indirectly, having trust as the mediator. Also, each of the dimensions of the capabilities of social commerce, except the information support, has a positive, significant effect on consumers' attitude towards purchasing. Thus, the capability of social commerce is a prominent, influential factor in the consumers' attitude towards purchasing.

Keywords: *Attitude, Social commerce, Social media, Trust.*

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Investigating the Effect of Discount Framing and Brand on Consumers' Perceived Savings, Perceived Quality and Purchase Intention

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Abstract: Abstract: One of the most important issues about the use of price discounts is discount framing, proportional exploitation of these discount frames with products and the discount circumstances for more effective utilization of these discounts. The main purpose of this research is to compare the effects of two different types of discount frames (percentage decrease versus Rial terms) for either a high-price or a low-price product and taking into account two brands for each products and then examining the effect of perceived savings and perceived quality of these discount frames on consumer purchase intention. The study population included customers of beverages in chain stores as well as customers of cell-phones in cellphone specialized sales complexes. The results indicate that for high-price product, a price reduction in Rial terms would result in more perceived savings For consumers than the same price reduction framed in percentage terms, and the opposite was true for the low-price product. Brand power created differences in perceived savings and perceived quality for low-price product. Finally, the perceived savings and perceived quality had a considerable positive impact on purchase intention.

Keywords: *Discount Frames, Perceived Quality, Perceived Savings, Purchase Intention.*

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