



**Faculty of Management,
University of Tehran**

***JOURNAL OF BUSINESS
MANAGEMENT***

Print ISSN: 2008-5907

Online ISSN: 2423 - 5091

Summer 2017, Vol. 9, No. 2

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Published by: University of Tehran
Executive Secretary: Fallah, Mahdi
Page Designer: Naeini, Maryam

Address: P. O. Box:
14155- 6311- Tehran, Islamic Republic of Iran
Web Site: <http://www.Jibm.ir>
E-mail: jibm@ut.ac.ir

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The Effect of the Atmosphere and Store Layout and Web Design, Online Impulse Buying Behavior of Customers

Ali Esmaeelzadeh¹, Hafez Amraei², Sara Gholipoor³, Arash Moghadam⁴

Abstract: The aim of this study was to evaluate the effect of the atmosphere and store layout and web design, online impulse buying behavior of customers is that impulsive behavior, impulsive behavior and shopping pleasure it is considered as a mediator. The aim of the present study is applied and descriptive data collection. In this study, using field research and deployment questionnaire was used to collect data. The population, all citizens have experienced at least once online shopping. In this research cluster sampling method that is available to conduct the study sample size of 384 questionnaires were used, The reliability of the questionnaire obtained through Cronbach's alpha was 0.95 for the questionnaire and the validity population as well as by a number of experts AVE measured verified, Data processing is done through SPSS software and SMART PLS. The findings suggest a direct impact on impulse buying online web store layout but low coefficient of direction for the store's atmosphere due to the impact of store layout and in-store atmosphere, this amount was significant single impact study.

Keywords: *Atmosphere, Fun Shopping, Impulsive behavior, Layout design website, Online shop.*

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The Role of Psychological Empowerment and Tendency to Entrepreneurship in Relationship between Market-orientation and Organizational Innovation

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Abstract: This paper aims to identify and explain the effects of market-orientation on innovation with regard to mediation role of employee psychological empowerment and moderated effects tendency to entrepreneurship in this relationship. Present Research is a survey-descriptive research according its methodology and interested populations are 250 people of personnel of Aghajeri Gas and Oil Company. It is used a questionnaire with confirming its validity and reliability to data gathering. In order to analyze, Researchers used SEM by Smart PLS software. The results show that market-orientation and psychological empowerment has a positive effect on organizational innovation. Psychological empowerment also mediates the relationship between market-orientation and organizational innovation. Tendency to entrepreneurship don't moderate the relationship between market-orientation and organizational innovation, while its direct effect was confirmed.

Keywords: *Market-orientation, Oil & Gas Exploitation Company, Organizational innovation, Psychological empowerment, Tendency to entrepreneurship.*

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A Nethnography Study to Identify the Underlying Dimensions of Customer Experience in the Banking Industry

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Abstract: In recent Marketing Researches it has seen a strong Trend to understand the organization customer experience. The purpose of this research is to gain understanding of this in the banking industry using the Netnography qualitative Methodology. Nethnography qualitative Methodology is a kind of Ethnographic Methodology using the growing potential of the Internet and social networks that is useful for understanding the organizational customers' opinions. It hasn't been done many researches with this Method. This study examined the opinions of social networks users of Iranian banks such as Facebook and LinkedIn and analysed the customer experiences in this industry and extracted categories covering: information and communication, training, facilities, customer-orientation, brand, speed, service quality and innovation. Finally, this study provides some suggestions for banks.

Keywords: *Customer experience, Ethnography, Nethnography method, Social networks.*

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Specifying the Social Media Usage among Insurance Companies, Agents and Clients (insured)' Interactions (Case study: Iran Insurance Co.)

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Abstract: The present study, is a practical research, aimed to examine the effect of the social media usage among insurance companies, agents and clients (insured)' interactions. The population consisted of three levels included Iran Central Insurance Co. s' managements, agents and Iran insurance Co. clients in Guilan. The sample size was calculated 32, 138 and 414 individuals in the three aforementioned levels by Cochran Formula at 0.5 level (error of 5%), respectively. The hypotheses were tested by uni-variate linear and hierarchical regression. The results showed that the usage of social media in insurance Co. led to its usage among its agents and clients. Moreover, the results indicated that the frequency of the interaction with clients will boost the relationship between the social media usage in the Iran insurance company and its agent. Another finding is that the usage of social media by agents will increase and improve the selling procedure of the agents and the performance of the insurance Co. Brand.

Keywords: *Brand Reputation, Social media, Social transmission, The agents' selling performance, The brand's selling performance.*

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Sesame New Product Development, Analysis of Product and Process Qualitative Characteristics Using QFD and DOE Methods

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Abstract: Development of food industry is one of economic growth factors in many developing countries. Food companies are successful that they can coordinate their activities with demands of customers. New product development is a new approach to deal with environmental changes and it is a beginning to enter competition. The aim of this study: Identifying new sesame products customer needs, Converting new requirements into product and process qualitative characteristics and assessing new product quality. For this purpose, this study has been used the quality function development and design of experiments and new product process of cooper's model. Target group were considered Ardakan 25-35 year women. Customer's demands about the new product were taken and they has used in house of quality. After that, next matrices were completed by experts. With identifying key factors for quality and using taguchi method, new product was improved. The more important factors were cook time of sesame (20hour) and peanut variety (Iranian), so improving and control these factors help to have better new product.

Keywords: *Design of Experiments, Innovation, New Product Development, Quality Function Development, Sesame Product.*

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A Comparative Study of Self-congruity and Brand Personality on Customer Loyalty (Case study: Comparing Iranian Mobile Phone Brands and Chinese Mobile Phone Brands)

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Seyedeh Fatemeh Alavi Foumani³**

Abstract: Studies have shown that brands like humans have distinctive character which distinguishes in mind of consumers. Researchers Today's, two streams of brand personality and Self-congruity have investigated. In this research the effect of both variables on loyalty is studied. Methodology The study was descriptive-correlation. The study population was Iranian mobile phone brands and Chinese mobile phone brands in the city of Rasht. Sampling was done by systematic sampling. A sample of 382 customers using unlimited community sample of each brand, Data collection tool was a standard Das (2014) questionnaire that confirmed its validity and reliability by crovbach's alpha method. The statistical analysis software of structural equations modeling 'LISREL 8.5' was used to test the hypothesis. The results showed a positive and significant effect of brand personality and Self-congruity on customer loyalty. The Impact of brand personality on customer loyalty in Chine's brand was more than Iranian's brand. The Impact of Self-congruity on customer loyalty in Iranian's brand was better.

Keywords: *Brand personality, Chinese brand, Customer loyalty, Iranian brand, Self-congruity.*

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The Role of Viral Marketing on Costumer-Based Brand Equity in Tehran Mobile Market

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Abstract: Viral marketing, as an effective factor of modifying costumer behavior, is a new means that encourages individuals to pass on a marketing message to others, which like viruses has potential for exponential growth. On the other hand, expansion of brand has been always as one of the most important strategies of growth. Strong brand equity means customer loyalty, less vulnerability to critics, higher margin, customer support and effectiveness of marketing activities for enterprises. The critical question in this article is about the role of viral marketing as an effective way of entrepreneurial promotion on costumer-based brand equity in mobile market of Tehran, Iran. This article demonstrates the role of viral marketing on the costumer-based brand equity via a survey method among 500 consumers of Tehran mobile market. The collected data was analyzed through Lizrel 8.54 software and with SEM method. The results indicate that viral marketing has a significant impact on costumer-based brand equity.

Keywords: *Costumer-based brand equity, Electronic word of mouth, Mobile market, Structural equation model (SEM), Viral marketing.*

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Typology of Clothing Brand Consumers Based on Purchase Decision Making Style

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Abstract: This study aims to segmenting customers of foreign brand clothing based on their purchase decision making style and examining differences in different segments based on their purchase decision making style in terms of attitude toward marketing mix. The population of this study is customers of foreign brand clothing stores in Mashhad, And 270 usable questionnaires were returned. The collected data were analyzed using K-means clustering analysis and ANOVA using SPSS. And Results showed that consumers classified in four clusters and labeled as Impulsive and quality oriented, stylish and price oriented, perfectionist and confused and quality oriented. In the second part of analyses it was revealed that in terms of attitude toward product, group NO.3 & 4, and in terms of attitude toward price, NO. 3 are different with other groups; in terms of attitude toward promotion, group NO. 1 & 3 have No differences and also in terms of attitude toward place, group NO. 3 is different with others.

Keywords: *Attitude toward marketing mix, Attitude toward place, Attitude toward price, Attitude toward product, Attitude toward promotion, Market segmentation, purchase decision making style.*

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Analysing Relationship between Competitive Intelligence and Effectiveness of Marketing Strategies (Studied Industrial City of Ardabil)

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Abstract: The main purpose is to identify the relationship between competitive intelligence and the effectiveness of marketing strategies companies of industrial city in Ardabil. The population consisted of 200 managers and supervisors in active industrial town of Ardabil. According to Cochran, 132 companies using simple random sampling method as the sample size was selected. The nature and purpose of this study is an applied research and the method of data collection and analysis is descriptive. The questionnaire, Pearson correlation coefficient and Cronbach's alpha coefficient respectively as tools, test hypotheses and variables are used to calculate reliability. The validity also is from faculty- member experts in the field and strengthens the knowledge of the normality of variables Kolmogorov-Smirnov. Test was used taking into account the correlation coefficient 506/0, 543/0, 448/0, 388/0 as well as factor adjusted 25/0, 289/0, 194/0, 143/0, respectively, for variable business awareness, awareness of the situation of competitors, Technology technical and strategic knowledge. Implementation results show that the social dimension competitive intelligence is positive on the effectiveness of marketing strategies. the impact is available for variables, respectively, 25/0, 289/0, 194/0, 143/0.

Keywords: *Competitive intelligence, Competitors intelligence, Industrial park, Market intelligence, Marketing strategies, Strategic and social intelligence, Technological intelligence.*

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Survey and Explain the Relationship between Organizational Culture Based on Hofstede Model and Organizational Entrepreneurship Dimensions

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Abstract: Entrepreneurial Organization is a matter of the last few years a lot of emphasis on it. The researchers assessed the relationship of Entrepreneurial Organization to factors such as structure and technology. But the relationship between organizational culture and organizational entrepreneurship is neglected. The main objective of the present study identified significant relationships between the dimensions of organizational culture and organizational entrepreneurship in society desired by the staff college at Tehran University, has been analyzed. The purpose of the study, application and data collection in terms of the descriptive - correlational. For this study, questionnaire containing 25 questions and sub-questions were designed 4. The results of 285 questionnaires were collected, showing that it is between Dimensions providers identified there is a relationship between organizational culture and organizational entrepreneurship.

Keywords: *Entrepreneurial Organization, Hofstede model, Organizational Culture, University of Tehran.*

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Designing a Model for Higher Education Marketing in Iran

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Abstract: The aim of this study is to design a higher education marketing model in Iran which can be used by the educational system in order to provide informed, purposeful and more specialized educational services. The research method is applied in terms of purpose, and in terms of the data collection method, exploratory mixed method which is specifically used by the Strauss and Corbin grounded theory procedure. The statistical population includes three groups of university administrators (university heads, vice presidents, faculty deputies and department managers), higher education policymakers, and university experts in the field of marketing from them 39 subjects selected via snowball sampling method and semi-structured interviews were conducted by heads of higher education institutions. In order to analysis of data, open, axial and selective coding was used. Findings revealed that the model of study consists of six components: causal conditions (internal and external systemic factors), contextual factors (educational policy-making at macro level and privatization of educational institutes), axial category (higher education marketing), strategies (at micro and macro levels), environmental interventions (role of the government, sociocultural factors, and economic factors) and outcomes (individual, organizational and social) which make up 11 categories and 97 items.

Keywords: *Educational system, Grounded Theory, Marketing higher education, Marketing.*

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