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Evaluation of Marketing Management using WSM Method

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Abstract

Marketing Management. More work goes into becoming an effective marketing leader than that. Any marketing management expert will agree that strategy, planning, execution, and analysis go hand in hand. Why is clear to see? Compared to their counterparts who do not have a written strategy, marketing professionals with one are 313% more likely to be successful. What then is the function of marketing management in a broader corporate context, and how does it assist firms in future planning, customer understanding, process improvement, and the development of valuable goods and services? In our marketing management handbook, you may learn more about all of this. Marketing management analyses the market environment in which the company operates using economic and competitive strategy techniques. Among Porter's five forces are value chain analysis, competitive strategic group analysis, and others. Marketers use SWOT analysis to focus on the relative competitive strengths and weaknesses of each competitor in the market as they create extensive profiles of each competitor. Marketing managers look at a competitor's cost structure, profit sources, available resources, product differentiation, degree of vertical integration, past responses to market changes, and other aspects. Weighted Sum works by multiplying the designated field values Marketing Management alternatives Analysis in an Internet video, Web, email, and data, File sharing, Online gaming Evaluation parameters in 2015, 2016, 2017, 2018, 2019, 2020. Internet video, Web, email, and data, File sharing, Online Gaming. 2015, 2016, 2017, 2018, 2019, 2020. Web, email, and data get the first rank whereas File sharing has the lowest rank.

Keywords: The marketing concept sets as the goal of a firm the satisfaction of consumer needs, Intelligent Marketing Strategy (IMS), WSM Method.

Introduction

Although economists, sociologists, and psychologists have long been interested in how an organization interacts with its surroundings, marketing and management researchers did not begin to include this topic in their studies until the late 1960s. The rise of new academic research into the effects of marketing/management activities on the environment and how this affects them has been influenced by several factors, including strict environmental regulations, stakeholder pollution concerns, and growing public pressures. Because the suggested methods and approaches emphasized commercial profits at the expense of the environment, they were first condemned as being incompatible with green issues. However, both are increasingly seen as essential to solving environmental issues, such as supporting green technologies. However, both are increasingly seen as essential components of addressing environmental issues, such as supporting eco-friendly consumer lifestyles, raising staff members' environmental consciousness, and spreading knowledge about green practices. Marketing Idea The objective of a business is to fulfill customer needs. The value of a product to consumers is determined by how well it can meet their demands. Consumer needs for manufactured goods and services are met by the attributes of the market supply. However, marketing operations are distinct in service settings due to the simultaneous production and consumption aspect of services and very intimate consumer contact. In service sectors, interactions between employees and customers account for a large amount of market supply, and employees play a highly important role in determining consumer happiness. The actions of the company's employees directly affect the level of service, the efficiency of service delivery, and the success of communication efforts. Customer satisfaction perceived service quality, and repeat purchase behavior can all improve with more attention paid to employee-customer interactions. Customer-centric marketing strategies have received more attention in recent years, particularly in terms of maximizing brand equity and customer equity. The business press has recently declared that a company's customer equity may be its most important asset and that businesses should take every possible step to develop and preserve customer-based equity. Similarly to this, the business press has stated that "brand is the thing" and that businesses must effectively create and grow their brand equity. However, there is much misunderstanding over the concepts of brand equity and customer equity, as well as how closely or how differently the two are related to one another. In reality, there hasn't been much advancement in what we'll call core theory, where the emphasis has been concentrated. Not to mention the significant post-World War II methodology and methodological theory research and advancements to which we and other management scientists have committed so much time and energy. Journal articles claim that these efforts have only produced "tools" or "technology," not "true science." These publications largely overlook developments in data collection and communication techniques, and the issues with marketing management are comparable to issues with clinical care. continued providing resources for medical research. The issue of controlling the intensity, timing, and character of the demand for one or more of a company's products is sometimes referred to as marketing management. It is expected that the business will determine the intended level of demand based on analysis that focuses on increasing sales, such as profit maximization, profit control, customer satisfaction, and present or desired supply levels. Desired demand might be higher, lower, or the same as the current

demand. Slack is a result of four different types of demand: latent demand, fluctuating demand, negative demand, and no demand. Sufficient demand is produced at two distinct levels: irregular demand and full demand. Finally, excessive demand and unhealthy demand are two types of demand that lead to excess demand. These eight demand levels can be identified mostly by how existing demand compares to desired demand. However, two other characteristics, such as time (irregular demand) and nature (absolute demand), are also significant. The order is highly continuous, and the set of demand requirements is pretty comprehensive. The study described in this article differs from earlier studies in that it has a wider sample specification, which means that a wide range of explanatory variables about export marketing strategy, company, and market are included. As a result, issues with specification errors are reduced and opportunities for contingency analysis are increased. The dependent variable is defined more widely and includes indicators of export sales, profitability, and growth. Some of the disadvantages of poorly stated models are avoided by a comprehensive model specification. The idea of the export marketing process was too limited in earlier studies on export performance. Consequences of such under specification include conflicting results among investigations. Indeed, past investigations have produced inconsistent and, in some cases, contradicting results. Specification errors may occur in causal investigations, but cross-sectional generalizations about the best export marketing techniques are not possible. This latter problem is still open for discussion.

The marketing concept sets as the goal of a firm the satisfaction of consumer needs

The value of a solid recruitment and training program in the service sector has not gone unrecognized. More than seventy percent of the 323 companies surveyed said they emphasize training in customer communication skills through careful selection of employees. Avis requires all employees to participate in a training program before interacting with customers. In addition to skilled workers, a particular advantage of compulsory training is that the turnover of service personnel is significantly reduced.

Internal marketing

Effective mass communication methods are used by inbound marketing. Newsletters, take-home company information, and written and video materials regarding new marketing techniques are all given to employees. For its employees, United Airlines produces a respected daily newsletter and a monthly newspaper. Before things are released to the public, managers hand out promotional materials to staff.

Motivation

Motivational techniques boost a worker's drive to deliver better work. Most workers in high-contact service positions are driven by their motivation to deliver what they see as excellent customer service, but they frequently feel that their requests are ignored by management. To enhance employee success, managers in service businesses must have faith in their companies and be able to convey this faith and optimism to their staff. Appropriate reward programs, team-building exercises, staff gatherings, employee retreats, work groups, seminars, and workshops can all help to boost employee motivation.

Communication

By creating an open information environment, marketing managers that use internal marketing principles aim to enhance interpersonal, interactive communication channels. Internal communication with employees is more crucial in a service firm than any external communication with clients. Managers perform internal surveys regularly to determine the wants and preferences of their workforce. These polls are timely and pertinent for employees. Operations inside the company change. For instance, Marriott surveys employee attitudes each year. Hold a meeting to discuss the steps taken as a consequence of the survey two weeks after it was conducted.

Retention

Finally, marketing managers make sure that bonus schemes are alluring and pay is competitive to keep personnel. The most expansive and generous fringe benefit plans are offered by some of the most profitable service businesses. Effective career planning and programs like flextime and cafeteria-style benefits can help retain staff.

Employee Attitudes

Employee attitudes and conduct are typically strongly influenced by management methods and beliefs. Therefore, it should not be surprising that a potent internal marketing strategy can enhance employee attitudes toward their jobs. Particularly, management's internal marketing initiatives can aid in boosting job motivation, engagement, and satisfaction as well as organizational commitment.

Job Satisfaction

Contentment at work A worker's feelings about his job can be categorized into five categories: job satisfaction, pay satisfaction, pay satisfaction with advancement opportunities, supervision satisfaction, and coworker contentment. 28 Extrinsic incentives (wages, bonuses (such as vacation benefits and promotion) Managers raise employee satisfaction levels through management. The company increases its capacity to serve the needs of its clients by attending to the needs of public relations personnel.

Job Involvement

The level of involvement in the work process is referred to as job involvement. How much a person psychologically identifies with their job and how much their self-esteem is impacted by their job performance Strongly engaged workers consider their entire work environment to be a significant aspect of their lives. Managers may need to alter the job's requirements if an employee is not engaged in the work, or they may need to move the person into a position better suited to their preferences and skills. Service managers can reduce absenteeism and turnover by increasing employee engagement.

Organizational Commitment

In the service industry, organizational commitment is more prevalent. Organizational commitment is defined as a person's strong desire to be a part of the organization, willingness to put in more effort on its behalf, and acceptance of the organization's

values and objectives. Organizational commitment has been linked to at least five possible outcomes, including better work performance, longer employee retention, decreased absenteeism, tardiness, and turnover.

Work Motivation

An employee's activities and behaviors are motivated, directed, channeled, sustained, and maintained by their work motivation. The subjective benefit or anticipation that an employee will experience or receive as a result of performing well serves as their source of motivation. Work effort is mostly determined by personal motivation. Also necessary for successful control in labor-intensive firms are managerial abilities and interpersonal motivational techniques. By fostering an environment that promotes, sustains, and supports growth, managers can have an impact on their staff members' motivation levels.

Employee Behavior

The employee gives the consumer a summary or definition of the service. An ongoing conversation between a consumer and a service organization representative is referred to as a service encounter. Customer satisfaction with the service is based on the nature of these interactions, particularly the behavior of the employee. Employees that have a positive attitude toward the company will put in more effort and perform better on the job in activities related to external marketing, such as personal selling and quality control. Therefore, through external marketing initiatives, staff behavior indirectly influences customer response to the service business.

External Marketing

External marketing activities are generally classified as price, promotion, personal selling, corporate image, quality control, and marketing orientation. For manufactured goods, it is generally believed that the marketing plan composed of external marketing activities largely determines consumer satisfaction. However, in a service organization, the implementation of this plan depends on the activities of the employees. They determine the quality of service, interact personally with customers, often affect the speed of service, and can directly or indirectly affect consumer prices by changing service charges or adjusting interest rates on loans.

Intelligent Marketing Strategy (IMS)

Marketing plays a crucial part in organizational performance in the electronic age, as a company's survival and success depend on its customers, rivals, and markets. Recent viewpoints consider marketing to be more than an organizational division or job function. Modern marketing views this as a strategic role and an active system for gathering, producing, and sharing IK (innovative knowledge) within the company about the market (customers, rivals, etc.). Strategic marketing is crucial and can give you whatever market-related knowledge you need to make the best choices. It must also determine how to offer value to customers, satisfy them, establish a positive and lasting relationship with them, and so forth. Strategic marketing, in our opinion, plays a crucial function in tying a business to its environment and enabling proactive business behavior (to adapt to the environment or to be prepared before its impact). Organizational success depends on strategic marketing, and reaching the goal of superior performance depends on marketing strategy. We think that strategic marketing serves as the functional brain of an organization and that to make the best judgments for the market, marketing strategies need to be wise and successful. For this reason, we have chosen to explain the cognitive parts of marketing strategy using "Intellectual Marketing Strategy (IMS)". Four primary components make up consumer value: characteristics (see how the offering might be used), and benefits (tangible and intangible factors perceived by customers). Network impacts and attitude (consumer view or image of the business, product, or brand) (customers derive value from being part of one or more organizational networks associated with a supplier and its offering). By IMS implementation, a company must figure out how to provide the values (products) that customers desire, draw them in and please them through marketing intelligence, and inspire satisfied customers to do business with them again through relationship marketing. A company is anticipated to perform better through this procedure. Only financial performance comes to mind when we discuss better performance as a result of an effective IMS, but organizational performance goes beyond that and must take into account many other factors and dimensions. Financial performance includes metrics like revenue, profit, and sales volume. Market and customer performance are two additional aspects of organizational performance.

WSM Method

A selection theory Weighted sum sampling method WSM is very The well-known MCDM (multi-criteria decision-making) is one of the techniques And primarily some Alternatives based on criteria Easier to evaluate is one. WSM is valid handiest while all information supplied is in the same size or unit. In each column, Rows are compressed, using their respective rank sums Columns are sorted If the rank sum is reduced The column molecule is searched Same as the reference form will be Other mixtures of rating matrix except summation have been studied. This approach is relevant to tuning parameter choice and different regions in which Subgroup variables of variables must be selected from the set This is when the SRD method is monitored The approach can be considered unsupervised (A goal vector is used) In addition to the SRD approach Can be used in molecular fitting research. Factor weights for robot selection are A weighted sum model This model has no institutional consensus on those values. In choosing robots, the best weights and subjectivity Less expert on components Values are removed. The main purpose for getting rid of These values is any capacity at the last stage. It is to reduce the impact of distorted desire to explain the version and program A numerical example is presented with the ranking change in comparison to a version that does not do away with those excessive values. Using weighted-sum beamforming, the microphone arrangement, which includes the variety and function of the microphones, determines the weight of every microphone signal. To determine the design parameters, diverse simulations had been finished if the listener had a head. To make amends for the and the impact is accounted for using the round head-related transfer function (HRTF). We perform simulations concerning a roundhead version. The Weighted Sum Model (GWSM) accounts for multi-year uncertainties with the aid of comparing the enterprise environment

in West Africa. The deal with a first-rate problem is now not blanketed through DBP, specifically, ranking countries throughout the years by considering inside-country uncertainty and investor possibilities as criterion weights. Second, we enlarge the traditional weighted sum model. of weights containing pure gas The sum equals A common way to use calculate the entire emissions using making a grey approximation to resolve the spectrally included RTE. An alternative method: Non-gray or bar formula. To decide the depth of penetration, the sum rule needs to be cautiously applied. Our effects display that Normal and superconducting move the c-axis between positions A within energy There is trade, for a speed-dependent gap; This exchange in kinetic energy ought to be taken under consideration to properly derive the penetration intensity from conductance sum regulation Naïve use of conductivity sum. Important (1) part Determination of sum rule closely related the greater trendy trouble of improving the feature Out of test range is widely recognized the evaluation (holomorphic) of a complicated feature $\sigma(\omega)$ on a given area D can persevere analytically over the complete domain inclusive of the last boundary from a subset of the boundary of this area. The weight problem must be solved first. Furthermore, modeling the dynamic shape factor studied with the aid of MNS is extra tricky considering that discrete Sum laws of theoretical models are satisfying. Any theory of Notification of serious settlement dynamic structure issues measured in absolute devices should explain how the regulation of composition is happy or why it is violated. All like the weight of white fuel a0 The sum of the weights zero = zero; Therefore, ϵ , calculated by the SNB version, is the sum of the differences among L and by the WSGG version of SQP Extraordinary path with help Calculated for length set of rules. Weighted sum rules for exchange forces A very sensitive test Fourier components optimization measures, Roughly speaking, it proved. Transfer potential of the two-particle interaction density. Sum (SNNMS) reduces the number of LDPC decoding network Correction factors. A single revision in a single layer by dividing the factors Through the SNNMS LDPC decoding network Good performance can be achieved with a small increase in computational complexity. The weighted sum model does not require any supported solutions to be pruned with this optional correlation. To the best of our understanding, the priority relation is only implemented to give answers and non-stop multi-objective optimization troubles.

Result and discussions

TABLE 1. Data Set for Marketing Management

	2015	2016	2017	2018	2019	2020
Internet video	88.6	107.5	129.6	149.4	164.8	199.3
Web, email, and data	337.1	446.7	591.9	776.5	1016.1	1288.0
File sharing	1.0	1.5	2.2	3.4	4.9	6.7
Online gaming	69.9	69.6	68.6	67.3	66.2	70.0

Table 1 shows the Indian Technical Institution using the Analysis method in WSM Internet video, Web, email, and data, File sharing, Online gaming Evaluation parameters in 2015, 2016, 2017, 2018, 2019, 2020.

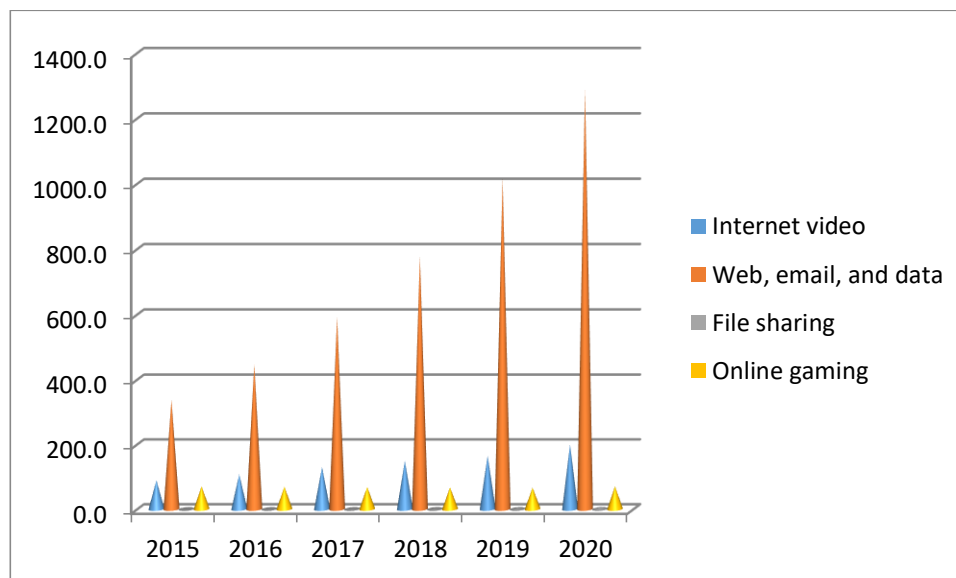


FIGURE 1. Data Set for Marketing Management

Figure 1 shows the Indian Technical Institution using the Analysis method in WSM Internet video, Web, email, and data, File sharing, Online gaming Evaluation parameters in 2015, 2016, 2017, 2018, 2019, 2020.

TABLE 1. Normalized

Normalized

0.26283	0.31890	0.38446	0.44319
1.00000	1.32513	1.75586	2.30347
0.00297	0.00445	0.00653	0.01009
0.20736	0.20647	0.20350	0.19964

Table 2 shows the Normalized data for Indian Technical Institution. Internet video, Web, email, and data, File sharing, Online gaming Evaluation parameters in 2015, 2016, 2017, 2018, 2019, 2020 it is also the Maximum in Normalized value.

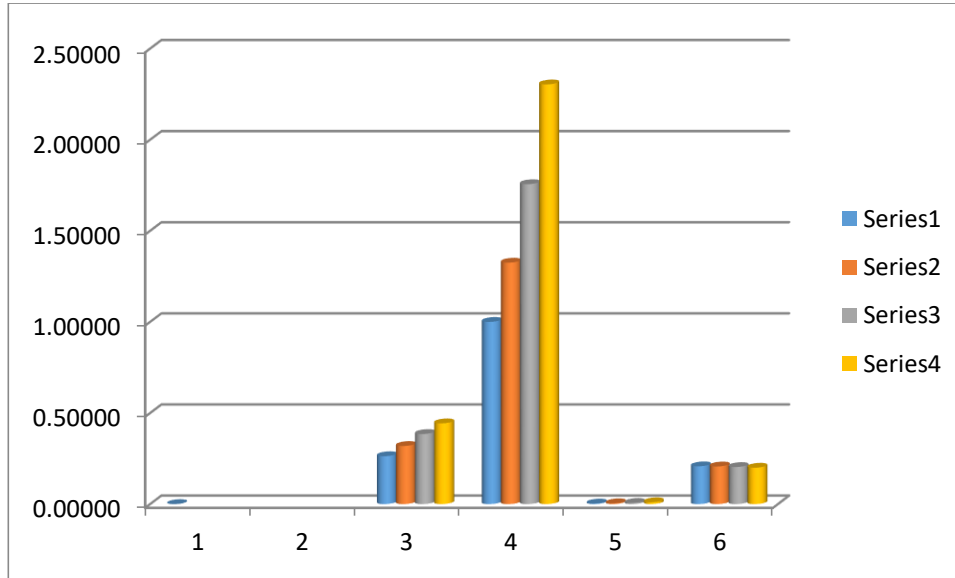


FIGURE 2. Normalized

Figure 2 shows the Normalized data for Indian Technical Institution. Internet video, Web, email, and data, File sharing, Online gaming Evaluation parameters in 2015, 2016, 2017, 2018, 2019, 2020 it is also the Maximum in Normalized value.

TABLE 3. Weight

Weight			
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25

Table 3 shows Weight used for the analysis. We taken same weights for all the parameters for the analysis.

TABLE 4. Weighted normalized decision matrix

Weighted normalized decision matrix			
0.06571	0.07972	0.09611	0.11080
0.25000	0.33128	0.43896	0.57587
0.00074	0.00111	0.00163	0.00252
0.05184	0.05162	0.05088	0.04991

Table 4 shows the weighted normalized decision matrix for Internet video, Web, email, and data, File sharing, Online gaming Evaluation parameters in 2015, 2016, 2017, 2018, 2019, 2020 is also Multiple value.

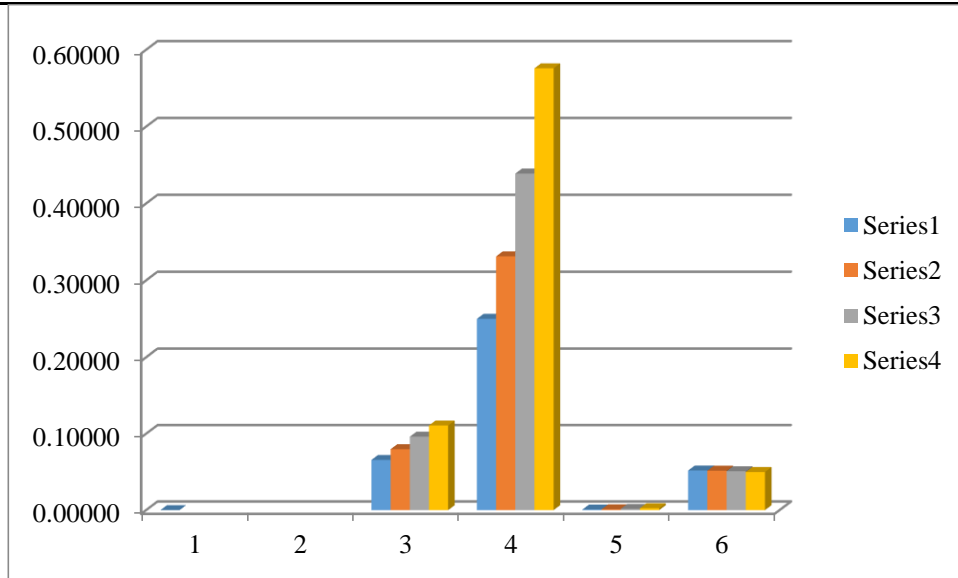


FIGURE 3. Weighted normalized decision matrix

Figure 3 shows the weighted normalized decision matrix for Internet video, Web, email, and data, File sharing, Online gaming Evaluation parameters in 2015, 2016, 2017, 2018, 2019, 2020 is also Multiple value.

TABLE 5. Final Result of Marketing Management

	Preference Score	Rank
Internet video	0.35234	2
Web, email, and data	1.59611	1
File sharing	0.00601	4
Online gaming	0.20424	3

Table 5 shows the final result of WSM for Marketing Management. Preference Score is calculated using the Web, email, and data get the first rank whereas File sharing has the Lowest rank.

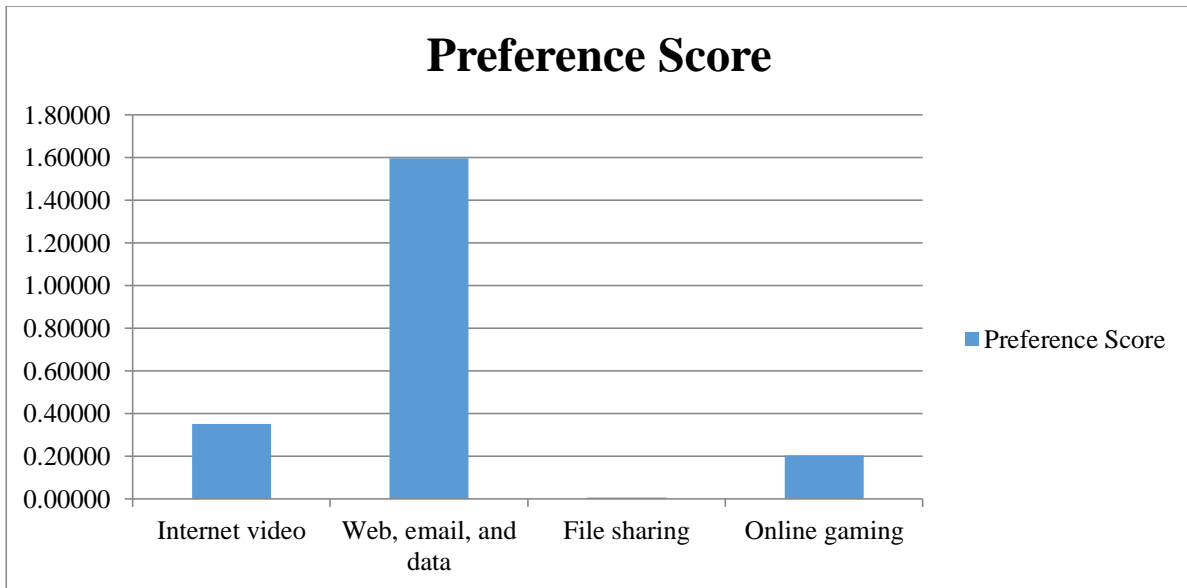


FIGURE 4. Preference Score

Figure 4 shows the preference Score for Web, email, and data get the first rank whereas File sharing has the Lowest rank.

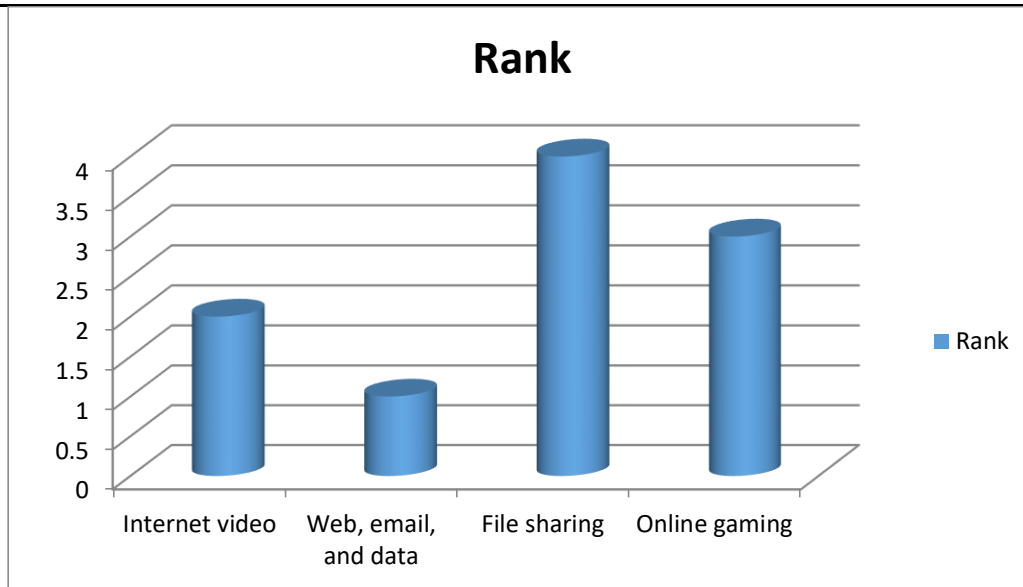


FIGURE 5. Rank

Figure 5 Shows the Ranking of Web, email, and data get the first rank whereas File sharing has the Lowest rank.

Conclusion

A selection theory Weighted sum sampling method WSM is very. The well-known MCDM (multi-criteria decision-making) is one of the techniques and primarily some Alternatives based on criteria Easier to evaluate is one. WSM is valid handiest while all information supplied is in the same size or unit. In each column, Rows are compressed, using their respective rank sums Columns are sorted If the rank sum is reduced The column molecule is searched Same as the reference form will be Other mixtures of rating matrix except summation have been studied. This approach is relevant to tuning parameter choice and different regions in which Subgroup variables of variables must be selected from the set This is when the SRD method is monitored The approach can be considered unsupervised (A goal vector is used) In addition to the SRD approach Can be used in molecular fitting research. Factor weights for robot selection are A weighted sum model This model has no institutional consensus on those values. In choosing robots, the best weights and subjectivity Less expert on components Values are removed. The main purpose for getting rid of These values is any capacity at the last stage. It is to reduce the impact of distorted desire to explain the version and program A numerical example is presented with the ranking change in comparison to a version that does not do away with those excessive values. Using weighted-sum beam forming, the microphone arrangement, which includes the variety and function of the microphones, determines the weight of every microphone signal. To determine the design parameters, diverse simulations had been finished if the listener had a head. To make amends for the and the impact is accounted for using the round head-related transfer function (HRTF). We perform simulations concerning a roundhead version. The Weighted Sum Model (GWSM) accounts for multi-year uncertainties with the aid of comparing the enterprise environment in West Africa. The deal with a first-rate problem is now not blanketed through DBP, specifically, ranking countries throughout the years by considering inside-country uncertainty and investor possibilities as criterion weights. Second, we enlarge the traditional weighted sum model. of weights containing pure gas The sum equals A common way to use calculate the entire emissions using making a grey approximation to resolve the spectrally included RTE. An alternative method: Non-gray or bar formula. To decide the depth of penetration, the sum rule needs to be cautiously applied. Our effects display that Normal and superconducting move the c-axis between positions A within energy There is trade, for a speed-dependent gap; This exchange in kinetic energy ought to be taken under consideration to properly derive the penetration intensity from conductance sum regulation Naïve use of conductivity sum. Important (1) part Determination of sum rule closely related the greater trendy trouble of improving the feature Out of test range is widely recognized the evaluation (holomorphic) of a complicated feature $\sigma(\omega)$ on a given area D can persevere analytically over the complete domain inclusive of the last boundary from a subset of the boundary of this area. The weight problem must be solved first. Furthermore, modelling the dynamic shape factor studied with the aid of MNS is extra tricky considering that discrete Sum laws of theoretical models are satisfying. Any theory of Notification of serious settlement dynamic structure issues measured in absolute devices should explain how the regulation of composition is happy or why it is violated. All like the weight of white fuel a_0 The sum of the weights zero = zero; Therefore, ϵ_t , calculated by the SNB version, is the sum of the differences among L and by the WSGG version of SQP Extraordinary path with help Calculated for length set of rules. Weighted sum rules for exchange forces A very sensitive test Fourier components optimization measures, Roughly speaking, it proved. Transfer potential of the two-particle interaction density. Sum (SNNMS) reduces the number of LDPC decoding network Correction factors. A single revision in a single layer by dividing the factors Through the SNNMS LDPC decoding network Good performance can be achieved with a small increase in computational complexity. The weighted sum model does not require any supported solutions to be pruned with this optional correlation. To the best of our understanding, the priority relation is only implemented to give answers and non-stop multi-objective optimization troubles.

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