

Applications of Marketing Framework in Business Practices

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Abstract: Firms have to apply various practices in their businesses to achieve objectives. Developing Marketing Framework (MF) always a challenge for firms in all types of services because firms are not sure of which MF can best suit their business practices. Another important reason is that there are some Marketing models (MM) which are confused with the MF that leads to misinterpretation of applications. This research paper is descriptive in nature, defining the MM and MF; also give the clear distinction between these two concepts so that firm can easily know when to apply MM and when to use MF. As examples SWOT and PEST analysis are defined as MM which are important to be applied before defining strategic objectives of business and later in the paper three MFs are defined with the business factors. In the discussion and results section we covered MF such as Inbound Marketing Sales Funnel, 7 PS of the Marketing Mix, The Pragmatic Marketing Framework Braffton's Marketing Framework Template and we proposed the combination of MF that can be applied by the firms for their best practices.

Keyword: Marketing Framework, Marketing Models, SWOT Analysis, Inbound Marketing Sales Funnel, Pragmatic Marketing Framework, Braffton's Marketing Framework Template.

1. Introduction

A marketing framework is a template containing instructions for the execution of your marketing plan. This framework ensures that you're delivering the right content to the right audience, through the right channels, at the right time to achieve your core marketing objectives [1]. To use an analogy, the marketing framework is to the marketing plan as DNA is to all life. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing research is the function that links the consumer, customer, and public to the marketer through information and information is used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications [2]. A brand is a name, term, design, symbol, or any other feature that identifies one seller's goods or service as distinct from those of other sellers. ISO brand standards add that a brand "is an intangible asset" that is intended to create "distinctive images and associations in the minds of stakeholders, there by generating economic benefit/values." There are following types of marketing [3].

- Influencer Marketing
- Relationship Marketing
- Viral Marketing
- Green Marketing
- Keyword Marketing
- Guerilla Marketing

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- Outbound Marketing
- Inbound Marketing
- Search Engine Optimization
- Content Marketing

There are 4 Ps of Marketing [4], Product which is defined as a bundle of attributes (features, functions, benefits, and uses) capable of exchange or use, usually a mix of tangible and intangible forms, Price is the amount a customer must pay to acquire a product, Place is represented by place or placement, and Promotion that includes tactics that encourage short-term purchase, influence trial and quantity of purchase, and are very measurable in volume, share and profit.

There are two major categories of marketing models: top-down and bottom-up [5]. Top-down models are focused on audience demographics and expectations. They divide the market into segments to determine predict how different audience groups and segments make purchases. Instead of using specified groups to predict demand, revenue depends on the sales that a single product or base unit generates. Many variations and models exist within these two categories [6]. Here are 10 popular marketing models that can be used to predict customer behavior, company growth and revenue expectations and few of them are explained for their importance in the discussion and results section.

1.1 SWOT [7,8] and TOWS Analysis [7]

SWOT and TOWS are both acronyms for strengths, weaknesses, opportunities and threats. While both use the same basic ideas in their analysis, TOWS emphasizes the external environment whereas SWOT focuses on the internal environment. These models help you visualize strategic options and pivot your strengths and minimize your weaknesses to avoid threats and maximize opportunities. Use the y-axis of your matrix to list your strength and weaknesses and the x-axis for your opportunities and threats. The result should be four quadrants: strengths and opportunities, strengths and threats, weaknesses and opportunities and weaknesses and threats. You can use these categories to create defensive strategies to combat challenges and illustrate potential avenues for success.

1.2 STP Marketing Model [9]

STP stands for segmentation, targeting and positioning. It's a popular model that uses the top-down approach by focusing on how a company addresses customers. STP uses a four step process to deliver relevant, personalized messages to targeted audiences. Top-down models like the STP marketing model have gained attractiveness over the years as companies pivot to delivering catered content to their target audiences via social media. The first step is market segmentation, where marketers determine important characteristics for each group within the market. An example of market segmentation is dividing your market by age. The next step is targeting. Decide which group or groups are the most receptive to your product and develop a detailed strategy to position your product or service to the chosen group.

1.3 Porter's five forces [9]

Porter's five forces are competitive rivalry, supplier power, buyer power, threat of substitution and threat of new entry. This model is unique because it gauges profitability by focusing less on the product or audience and more on outside influences and competition. Using this analysis can be a simple but powerful way to understand the competitiveness within your business environment. Here is a breakdown of the five forces:

- Supplier power addresses the number and size of other suppliers, the uniqueness of the service and the cost of substituting your own product.
- Buyer power refers to the customer's ability to influence company decisions.
- Threat of substitution describes how your product performs compared to any alternatives.
- Threat of new entry details any barriers you'd encounter entering the market.
- Competitive rivalry reviews all other outside forces to evaluate how your product performs compared to the overall market.

1.4 AIDA [10]

The AIDA marketing model focuses almost entirely on the customer. The acronym stands for awareness, interest, desire and action. These are the four stages a buyer goes through during the process of purchasing a service or product. Some models include an additional stage, retention, which addresses a buyer's choice to make return purchases and build brand loyalty.

This model is unique because it acknowledges the influence social media has on buyer-seller relationships and incorporates that into selling strategies. Now, sellers aren't the only ones getting the word out about their products, social media users can comment and share on a company's post. And as a result, other customers can share material and create communities online that influence buyer behavior.

1.5 Ansoff Matrix [10]

Also called the product or market expansion grid, the Ansoff matrix is a 2x2 grid that outlines four strategies you can use to grow your business and analyze potential risks. Ansoff grids have markets on the y-axis. The lower end of the axis represents new markets, and the upper end represents existing markets. Products and services are on the x-axis. One side shows existing products and services, and the other represents those that are new.

The lower left quadrant shows an existing product entering an existing market. The lower right shows a new product and existing market. The upper left shows a new product in an existing market, and the upper right shows new products and new markets. In this matrix, risk increases as you move horizontally or vertically into a new quadrant.

The safest of the four options is market penetration, the lower left quadrant. Market penetration occurs when you expanding sales of your existing product into your existing market. The next safest is product development, which involves adding a new product to an existing market and occurs in the lower right quadrant. Market development, which occurs by introducing an existing product into a new market, has slightly more risk. According to the Ansoff matrix, the riskiest option is the upper right quadrant: diversification. Diversification means introducing an untested product into a new market you may not understand.

1.6 Growth-share matrix [11]

The growth-share matrix uses four quadrants to help businesses decide how to prioritize their different ventures. In this marketing model, the y-axis shows low to high growth and the x-axis displays high and low market shares. The matrix represents each of the four quadrants with the following symbols:

- *Stars*: The growth-share matrix identifies opportunities that have both high growth and a high market share with a star symbol. Often depicted in the top right quadrant, stars indicate the smartest investment opportunities with a high opportunity for success and stability.
- *Cows*: The cow symbol represents the bottom right quadrant, showing opportunities with low growth and a high market share. Cows typically generate a large return on income initially, but may not be ideal for further development.
- *Question marks*: The upper right quadrant uses a question mark symbol and shows low market share but high growth. The question mark symbol indicates that the opportunity has unpredictable potential in the current market.
- *Pets*: The bottom right quadrant shows opportunities that have both low growth and low market share, also known as pets. You can use an animal symbol, typically a dog, to indicate opportunities that the company should consider discarding or repositioning.

1.7 SOSTAC [12]

The SOSTAC model is a versatile planning model used to create marketing strategies. SOSTAC stands for situation, objectives, strategy, tactics, action and control. It can be a suitable tool to review your process and discover areas of weakness.

Each step in SOSTAC represents an important part of the development process: Identifying the current conditions, defining your goals, crafting your strategy, outlining how you plan to execute your strategy, working your plan and reviewing these steps to ensure you're meeting your goals. Using this outline can be beneficial to finding potential holes in your marketing plan.

1.8 McKinsey 7-S model [13]

The McKinsey 7-S model outlines seven major elements that need to work in harmony for a business to be successful. A watershed diagram with seven circles is the most common representation of the McKinsey 7-S model. There are seven circles: strategy, structure, systems, styles, staff, skills and shared values. The shared values circle in the center connects the other circles to show that each of the elements is important to ensuring the success and adaptability of an organization. When working with this model, consider how your marketing efforts in each category could impact the others.

1.9 Product life cycle [13]

The product life cycle model can help you develop new products, refine existing products and recognize when it is time to discontinue a product. It has four stages that can guide your marketing efforts throughout product development:

- *Introduction*: After research and development, a product goes through the introduction stage where you first introduce it to consumers. This typically involves intense marketing and promotional efforts to develop public awareness of the new release.
- *Growth*: As the product gains popularity and the company expands to support distribution, it enters the growth phase. This is when the product gains popularity, develops a dedicated customer base and increases market share among competitors.
- *Maturity*: Mature products often have many other competitors in a saturated market. During maturity, growth slows down and you may need to adjust your marketing strategy to find new audiences or applications of your product.

- *Decline:* During decline, sales decrease and marketing efforts have less of an impact. When a product enters decline, you may shift your efforts to new product development instead of marketing existing ones.

Literature Review

The study of the history of marketing, as a discipline, is meaningful because it helps to define the baselines upon which change can be recognized and understand how the discipline evolves in response to those changes. The practice of marketing has been known for millennia, but the term "marketing" used to describe commercial activities buying and selling products or services came into popular use in the late nineteenth century. The study of the history of marketing as an academic field emerged in the early twentieth century [14].

Marketers tend to distinguish between the history of marketing practice and the history of marketing thought: the *history of marketing practice* refers to an investigation into the ways that marketing has been practiced; and how those practices have evolved over time as they respond to changing socio-economic conditions and the *history of marketing thought* [14] refers to an examination of the ways that marketing has been studied and taught.

Although the history of marketing thought and the history of marketing practice are distinct fields of study, they intersect at different junctures. Marketing practitioners engage in innovative practices that capture the attention of marketing scholars who codify and disseminate such practices. At the same time, marketing academics often develop new research methods or theories that are subsequently adopted by practitioners. Thus developments in marketing theory inform marketing practice and vice versa. The history of marketing will remain incomplete if one disassociates academia from practitioners.

The publication, in 1960, of Robert J. Keith's article, "The Marketing Revolution" [14], was a pioneering work in the study of the history of marketing practice. In 1976, the publication of Robert Bartel's book, *The History of Marketing Thought*, marked a turning-point in the understanding of how marketing theory evolved since it first emerged as a separate discipline around the turn of last century. Table 1 shows the theories of marketing and its orientation [15].

Table 1. Marketing philosophies or orientation in popular texts [16]

Dibb and Simkin	Lancaster and Reynolds	Blythe	Drummond and Ensor	Morgan
1. Production orientation	1. Production orientation	1. Production orientation	1. Production orientation	1. Cost philosophy
2. Financial orientation	2. Sales orientation	2. Product orientation	2. Product orientation	2. Product philosophy
3. Sales orientation	3. Marketing orientation	3. Sales orientation	3. Sales orientation	3. Production philosophy
4. Marketing orientation		4. Customer orientation	4. Financial orientation	4. Sales philosophy
5. Customer orientation		5. Societal marketing	5. Marketing orientation	5. Erratic philosophy
6. Competitor orientation		6. Relationship orientation		6. Marketing philosophy
7. Interfunctional orientation				7. Social marketing philosophy

Several scholars have attempted to describe the evolution of marketing thought chronologically and to connect it with broader intellectual and academic trends. Bartels (1965) provided a brief account of marketing's formative periods, and Shah and Gardner (1982) briefly considered the development of the six dominant schools in contemporary marketing. However, these initial attempts have been

criticized as overly descriptive. One of the first theorists to consider the stages in the development of marketing thought was Robert Bartels, who in *The History of Marketing Thought*, (1965) used a periodisation approach. He categorized the development of marketing theory decade by decade from the beginning of the 20th century [17]:

- 1900s: discovery of basic concepts and their exploration
- 1910s: conceptualization, classification and definition of terms
- 1920s: integration on the basis of principles
- 1930s: development of specialization and variation in theory
- 1940s: reappraisal in the light of new demands and a more scientific approach
- 1950s: re-conceptualization in the light of managerial social development and quantitative approaches
- 1960s: differentiation on bases such as managerial, holism, environmentalism, systems, and internationalism
- 1970s: socialization; the adaptation of marketing to social change

Bartels was the first historian to provide a "long view of marketing's past and wide sweep of its sub-disciplines" and in so doing, he nurtured an interest in the history of marketing thought.

Key innovations that influenced marketing practice are given below [18]:

- 1450: Gutenberg's metal movable type, leading eventually to mass-production of flyers and brochures
- 1600s: Paid advertising in Italy
- 1600s: Use of handbills and posters is common practice in Elizabethan England
- 1605: World's first newspaper published in Germany
- 1600s and 1700s: Posters and handbills used for promotion in England
- 1665: The Oxford Gazette first published in England (later renamed the London Gazette and still published today)
- 1700s: Widespread emergence of newspapers and magazines in England and France; by the 1730s daily newspapers in London devoted more than half the available space to advertising
- 1719: The Daily Post first published; early instance of a periodical dedicated to business, science and innovation
- 1836: Paid advertising in a newspaper (in France)
- 1839: Posters on private property banned in England
- 1864: Earliest recorded use of the telegraph for mass unsolicited spam
- 1867: Earliest recorded billboard rentals
- 1876: Films produced by French film-makers, Auguste and Louis Lumiere, made at the request of a representative of Lever Brothers in France and feature Sunlight soap, are thought to be the first recorded instance of paid product placement.
- 1880s: Early examples of trademarks as branding

- 1902: The first marketing course, taught by Edward David Jones, was offered at the University of Michigan
- 1905: The University of Pennsylvania offered a course in "The Marketing of Products"
- 1908: Harvard Business School opens - Harvard was an early influence on marketing thought
- 1920: The magazine, Variety, reports that 50% of cinemas show advertising program
- 1920s: Radio advertising commences
- 1940s: Electronic computers developed
- 1941: First recorded use of television advertising
- 1955: Television viewing exceeded radio listening for the first time in Britain
- 1950s: Systematization of telemarketing
- 1957: Three key scholarly texts published Wroe Alderson's Marketing Behavior and Executive Action; Howard's Marketing Management and Lazer's Managerial Marketing: Perspectives and Viewpoints
- 1960 E. Jerome McCarthy published his now classic, Basic Marketing: A Managerial Approach (1960).
- 1970s: E-commerce developed
- 1980s: Development of database marketing as precursor to CRM
- 1980s: Emergence of relationship marketing
- 1980s: Emergence of computer-oriented spam
- 1984: Introduction of guerrilla tactics
- 1985: Desktop publishing democratizes the production of print-advertising (precursor to consumer-generated media and content)
- 1991: IMC gains academic status
- Mid 1990s: Modern search engines started appearing in the mid-1990s, with Google making its debut in 1998
- 1990s CRM and IMC (in various guises and names) gain dominance in promotions and marketing planning,
- 1996: Identification of viral marketing
- 2000s: Integrated marketing gains widespread acceptance with its first dedicated academic research centre opened in 2002
- 2003 -2006: Emergence of social media. MySpace and LinkedIn emerged in 2003, Facebook in 2004 and Twitter in 2006.

Discussion/ Results

In the discussion part, the paper presents the scope of Marketing Framework for business practices. A marketing framework is essentially how you plan to execute your marketing strategy. This means that PEST and SWOT [7,8, 18] analysis are not part of the marketing framework. "PEST" comes

at the earliest stage of the marketing plan. It sets the scene for your marketing efforts, explained in the figure 1.

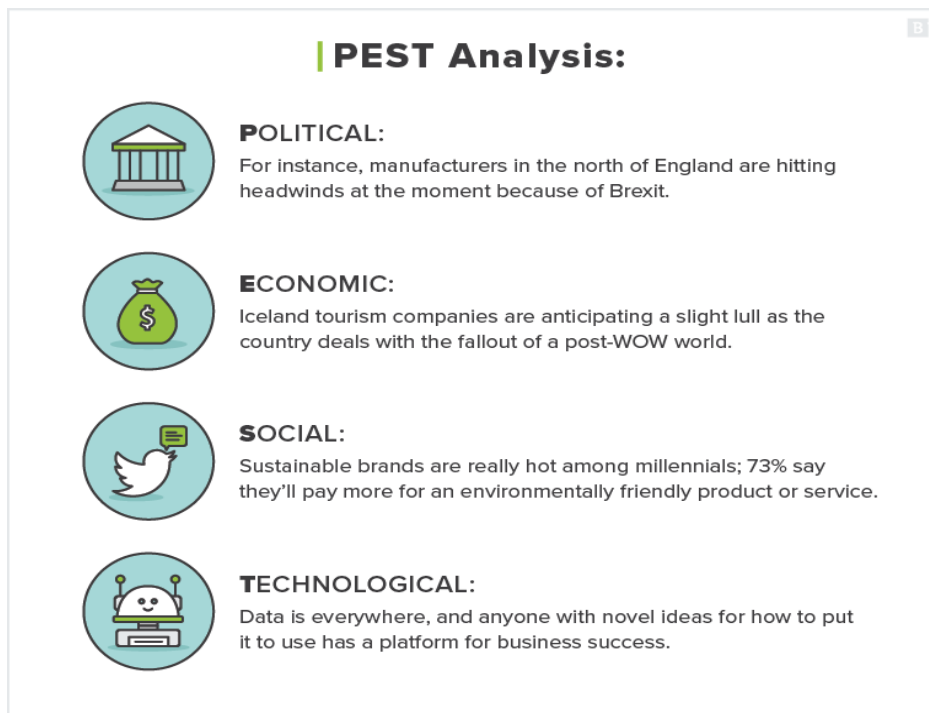


Figure 1. PEST analysis before Marketing Plan [18]

“SWOT” is also a pre- marketing framework activity. It’s like a character assessment of the brand that helps firms to understand how equipped the business is to perform in the current market environment. Figure 3 gives the details of SWOT analysis and the scope of its application.

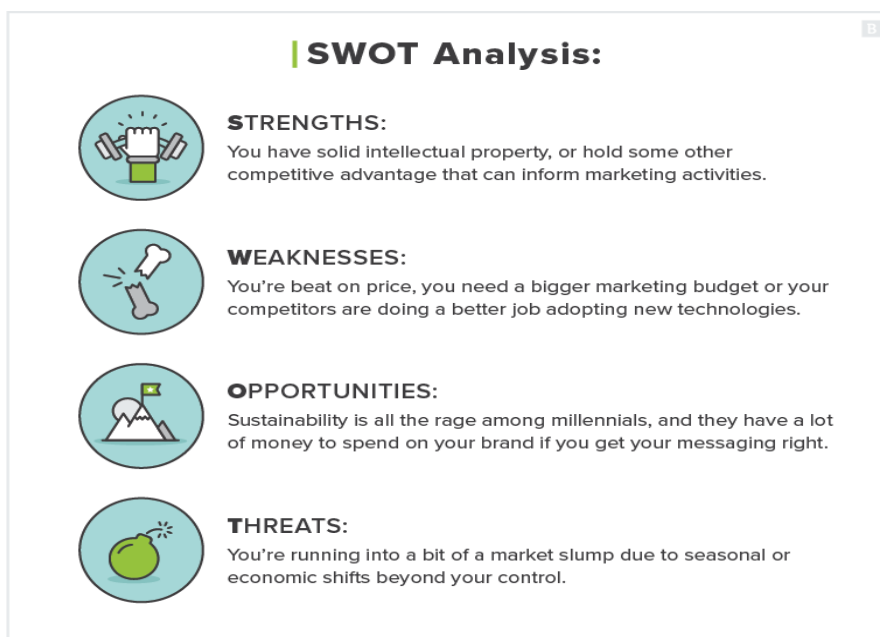


Figure 3. SWOT analysis description [7,8,18]

Based on PEST and SWOT analysis, the firms would then develop long-term business goals. Nested within those core goals are shorter-term goals. The marketing framework organizes those long- and short-term goals into a well-defined set of stages and processes. Content strategy, the social channels firms use to promote and distribute their content and all of the other marketing tactics that support the specific goals should be accounted for in the marketing framework. The paper explains the examples of Marketing Frameworks. Many a marketing framework already exists, and the firm is not obligated to use one in particular. The organization might even switch among frameworks at various stages of its development.

And often, the best marketing frameworks are tailor-made for the organization based on the current long-term marketing goals. Figure 3 shows the most commonly used marketing frameworks.

3.1 The Inbound Marketing Sales Funnel [19]

Often referred to as the content marketing framework, the inbound marketing sales funnel creates a systematic flow of inbound leads. It uses content to engage users at every stage of the customer journey from brand awareness all the way through purchasing:

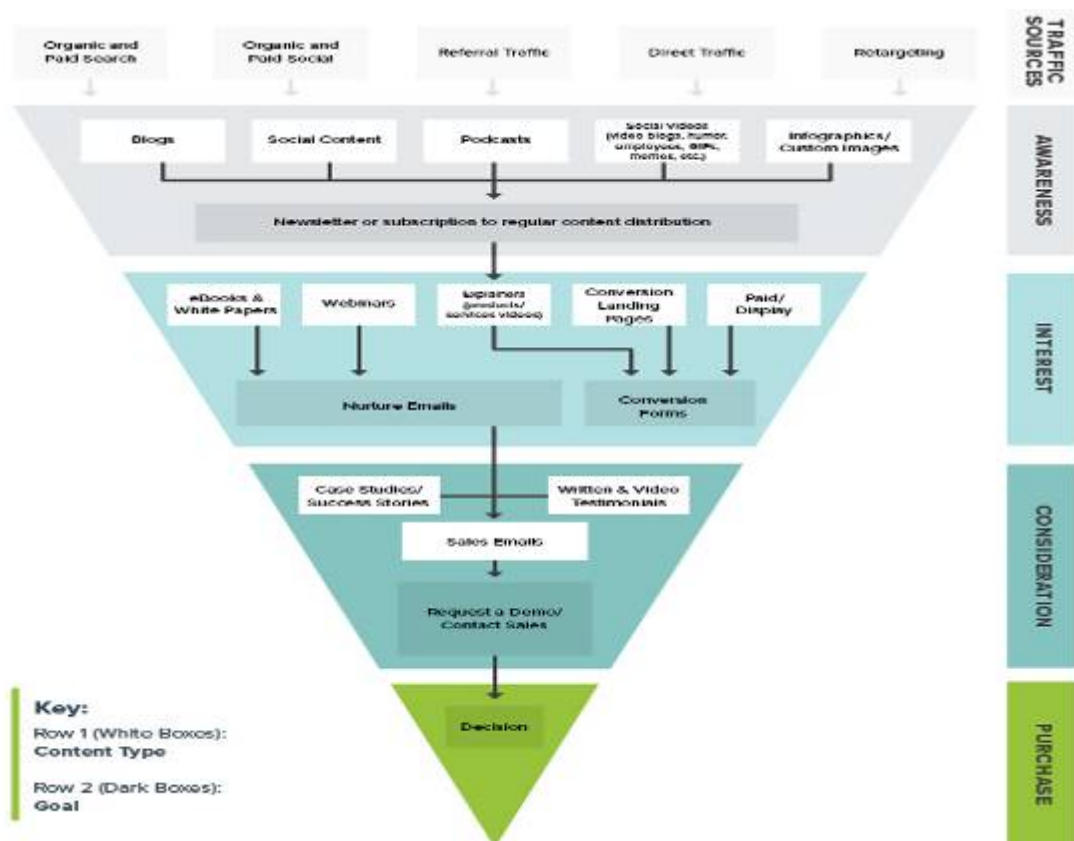


Figure 3. Inbound Marketing Sales Funnel [20]

The overarching goal of inbound marketing is to automate the marketing funnel. As evidenced from the diagram above, there are multiple short-term goals involved at each stage of the funnel. All of them are priorities, but within a given company, some may be in more dire need of TLC than others. Every modern organization relies on inbound marketing, also known as pull marketing, to some extent. If the business has a website, then it's technically practicing inbound marketing. If that website has a blog, resource center or some other value-add content, then you're also practicing content marketing [21]. Again, there is no single "best" marketing framework – and even

the representation of the inbound marketing and sales funnel is merely a template for guidance, not an exhaustive, step-by-step guide for the organization. Still, this is the most precise marketing framework when it comes to executing the digital marketing component of your marketing plan. It provides a roadmap for generating traffic with paid and organic content, lead nurturing, boosting conversion rates and ultimately turning potential customers into brand advocates through various forms of digital engagement [22].

3.2 The 7 PS of the Marketing Mix [23]

For years, this was known as the 4 Ps of marketing. The original Ps was Product, Price, Promotion and Place, which are explained in the figure 4.



Figure 4. 4 Ps of Marketing Mix [23]

However, three more Ps has been added in recent years: which are People, Process and Physical evidence. The 7 Ps can be exceptionally useful for helping the answer some of the more open-ended questions associated with product marketing and your brand, and for that reason, it's a worthwhile exercise. But it's not quite as precise as the inbound-marketing model [24]. The best way to think of the 7 Ps is as a *product* marketing framework since it also covers pricing, product features and other qualities that typically precede a content marketing strategy. It covers some elements of the execution of your strategy, but it attempts to be a little more all-encompassing [25].

3.3 The Pragmatic Marketing Framework [26]

This is the Pragmatic Marketing Framework created by Pragmatic_Institute. It is also more of a product marketing framework than just a marketing framework. It's perhaps even more all-encompassing than the 7 Ps in the sense that it also covers some of the same ground as PEST and SWOT analysis. Figure 5 shows the framework focuses on strategy development at the left side in the figure 5, but to the right, the framework becomes more about execution of that strategy. For example, buyer personas, awareness, nurturing and advocacy, for instance, are important terms in content marketing [26].



Figure 5 . Pragmatic Marketing Framework [26]

Buyer personas (or customer personas) help the firms to understand their target audience before the firm begins creating content, awareness is the highest level of the inbound marketing sales funnel, nurturing is what the firms do in the middle to boost interest and intent to buy, advocacy comes after purchase. It refers to user-generated content that praises the brand on social media, influencer marketing, case studies and testimonials, word-of-mouth and other forms of advocacy from satisfied customers and industry influencers. Clearly, the inbound marketing sales funnel has some common ground with the Pragmatic Marketing Framework.

3.4 Brafton’s Marketing Framework Template [27]

All marketing frameworks are basically just trying to visualize the firms marketing efforts. Some dip more into the product roadmap and business side of things than others, but all of them are trying to do the same thing, which is to aid the firm in structuring the marketing campaigns. Again, some of these pre-made templates may be more or less applicable to the brand, and the vision for marketing within the organization. Figure 6 show the method of building Templates for the Marketing Framework for any firm [28].

Instead of giving another template to pore over, this method provides a set of steps that can help the firms to create their own template for the marketing framework.

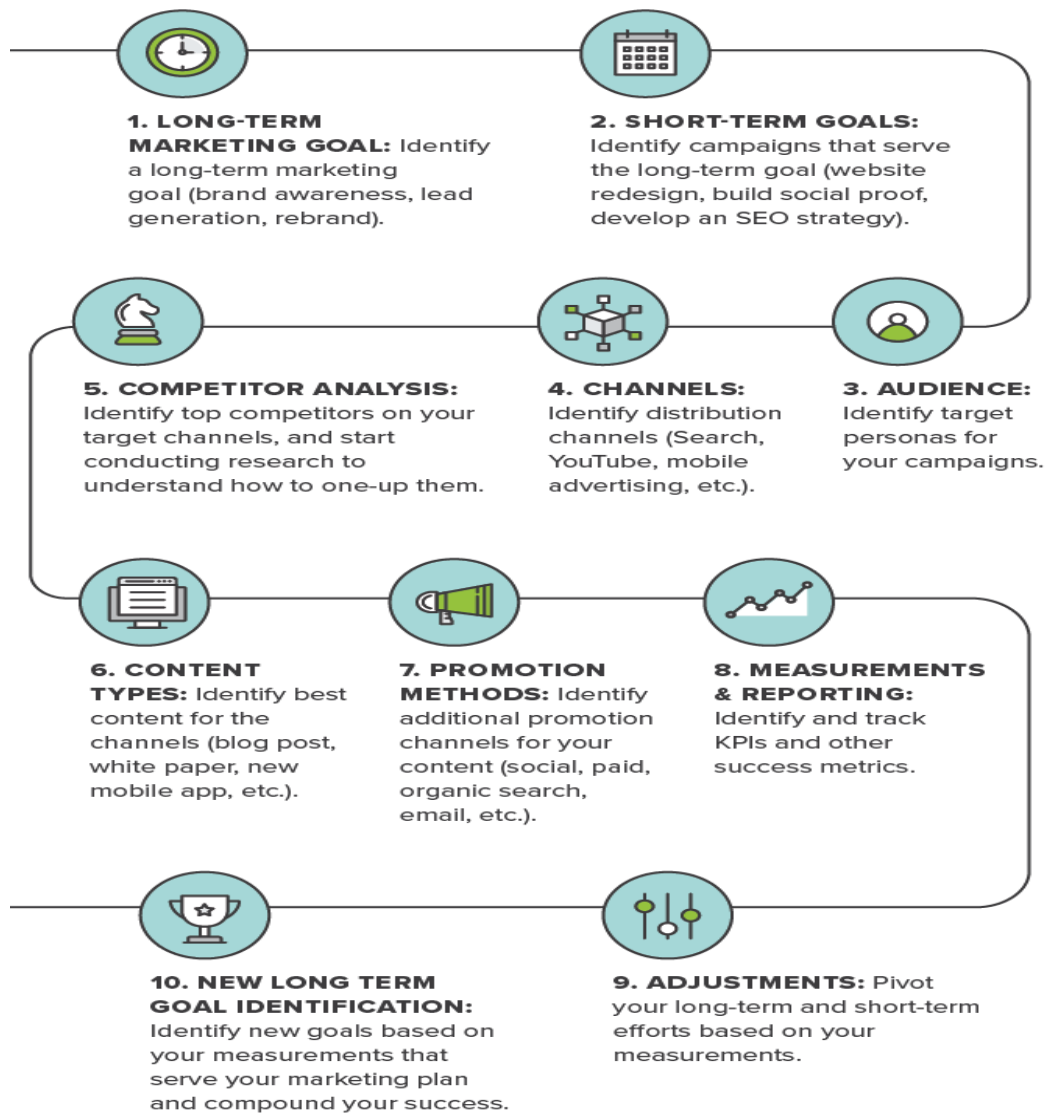


Figure 6. Marketing Framework Template [28]

A firm may need a marketing template to help the business plan or the market problems. Instead, firm might just want to use the right side of the Pragmatic Marketing Framework [29] given in the figure 7. Firms have many options to choose the framework as per their requirements and objectives and none of the framework can be said to be the perfect for all firms.



Figure 7. Right side of the Pragmatic Marketing Framework [29]

The best, most helpful marketing framework for the business depends on factors like your organizational structure, resources, market, whether its e-commerce or traditional commerce. Decision on choosing and applying marketing framework depends on following factors:

Identify Long- and Short-Term Marketing Goals [30]: The long-term goal is to sell magic beans. The short-term goals within that might be to build awareness of the magic beans, or to increase the number of people who request a demonstration. Make sure to identify clear metrics to use as KPIs and to measure ROI.

Pinpoint Your Buyers and Influencers [30]: Buyers are decision-makers. Influencers influence decision-makers. The head of accounting may be the one who signs off on the magic beans, but the team members might be the ones who have the most to gain from them.

Create Detailed Personas for Those Buyers and Influencers [31]: Personas will help you figure out more about who these individuals are, what they value, the technology they use and the types of messaging that resonates with them.

Content distribution channels should be selected based on audience personas, but also on the firm's goals. Pick the marketing channels that will get the right content in front of the right audience at the right time.

Content should be tailored to that channel. If the channel is organic search (Google) the firms need blog posts, landing pages and other written content that's optimized to rank for keywords related to magic beans.

Search engine optimization is one way to promote the content on search engines, for example. Google Ads is another. A third is to cross-promote content that lives on the website through email, and through the social media channels that your target personas use. Firms have long- and short-term marketing goals, target audience, distribution channels, and content types for those channels, promotion method, desired action and metrics. Finally based on all the factors, marketing framework can be substituted in the template to use a table, a flow chart, a graph, an interactive graphic, a story board, etc. that visually represents the marketing framework eventually this plan can be executed to sell magic beans.

The description and understanding of various marketing frameworks helps the firms to choose and apply the particular framework or the combination of framework for their business practices.

Conclusion

Any organization doing business practices without a marketing framework is like a doing business without achieving their objectives. MF provides a complete guideline for the business to apply their action plan for meeting their business goals. Marketing literature is huge and sometime business are confused in identifying the MM and MF and even if they are able to , next challenge is to know which MF is the best for their business. No MF can claim to provide the best services because the right MF depends on the factors and objectives of the businesses. This research paper concludes with the suggestion to apply the MF mix mapping with the factors of business practices. In future this research will present examples and factors to choose the best MF so that business of similar nature can apply for their practices.

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