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Xia Zhu and Judy Zolkiewski

This study investigates service adaptation in a business-to-business context and explores the characteristics of service adaptation and how it takes place in business-to...

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Implications of the selfie for marketing management practice in the era of celebrity

The purpose of this paper is to explore the implications of the selfie for marketing management in the era of celebrity. The purpose is to show that the facilitation of...

Chris Hackley, Rungpaka Amy Hackley and Dina H. Bassiouni
Publication date: 5 February 2018

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Abstract 1

Purpose

The purpose of this paper is to explore the implications of the selfie for marketing management in the era of celebrity. The purpose is to show that the facilitation of the creative performance of consumer identity is a key element of the marketing management task for the media convergence era.

Design/methodology/approach

The paper uses the selfie, the picture of oneself taken by oneself, as a metaphor to develop a conceptual exploration of the nature of marketing in the light of the dominance of celebrity and entertainment in contemporary media and entertainment.

Details 2

Marketing Intelligence & Planning, vol. 36 no. 1
Type: Research Article
DOI: <https://doi.org/10.1108/MIP-07-2017-0124>
ISSN: 0263-4503

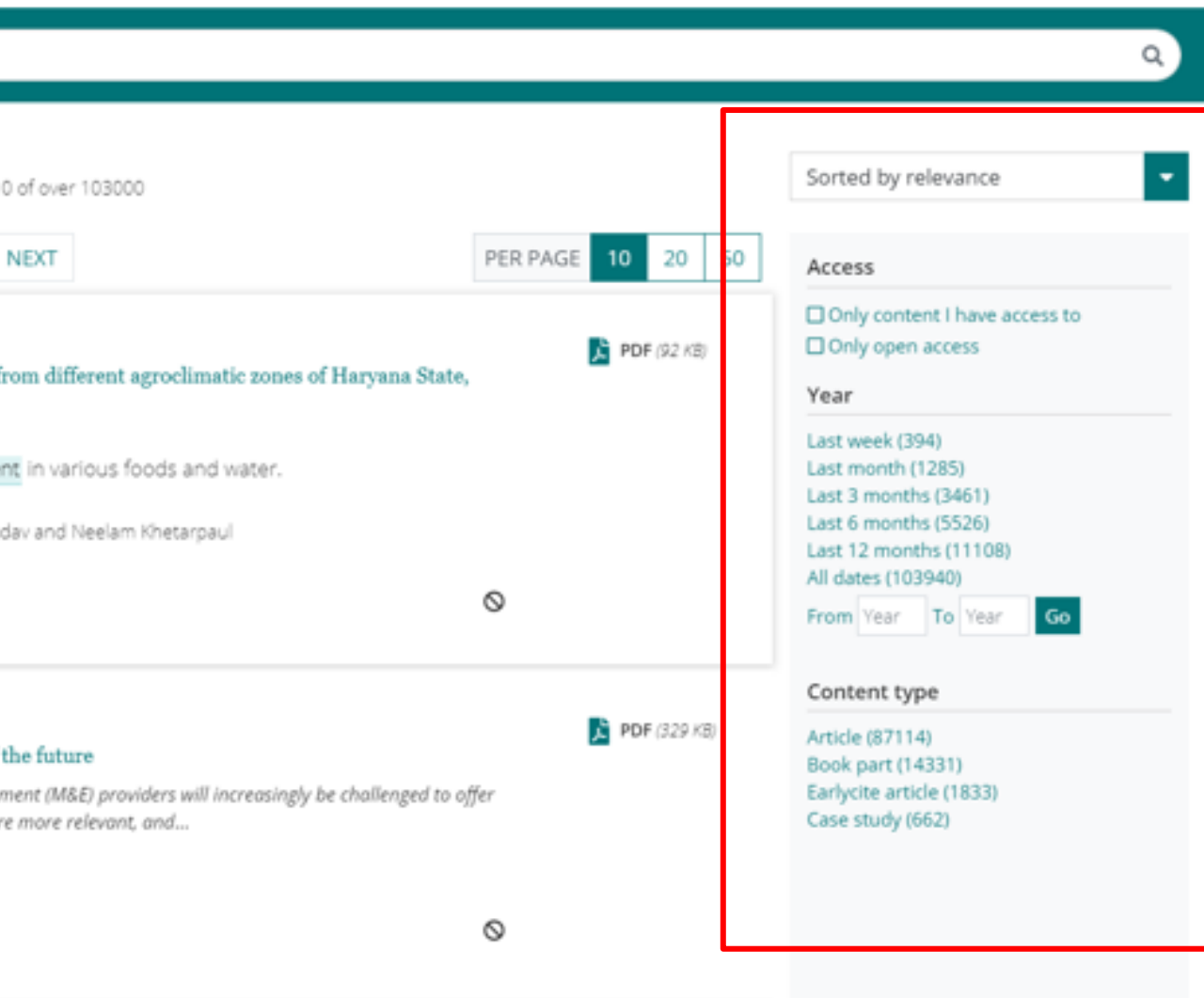
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Gregory Berry and Kareem M. Shabana

Traditional feasibility analysis is focused on the immediate and urgent needs of a new venture start-up. All four parts of the feasibility analysis (product/service...


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Digital marketing adoption and success for small businesses: The application of the do-it-yourself and technology acceptance models

Wendy Ritz, Marco Wolf, Shaun McQuitty
Journal of Research in Interactive Marketing
ISSN: 2040-7122
Publication date: 10 June 2019

PDF (288 KB)

Abstract

Purpose
This paper aims to examine small business' participation in digital marketing and to integrate the do-it-yourself (DIY) behavior model and technology acceptance model (TAM) so as to explore the motivations and expected outcomes of such participation.

Design/methodology/approach
Data from 250 small business owners/managers who do their own digital promotion are collected through an online survey. Structural equation modeling is used to analyze the relationships between the models.

Figures




Figure 1.
DIY and TAM digital marketing model

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Adding a strategic lens to feasibility analysis

Gregory Berry

*Department of Management and Organization, Central Connecticut State University,
New Britain, Connecticut, USA, and*

Kareem M. Shabana

Central Connecticut State University, New Britain, Connecticut, USA

Adding a
strategic lens
to feasibility
analysis

Received 18 August 2019
Revised 31 December 2019
8 May 2020
Accepted 23 May 2020

Abstract

Purpose – Traditional feasibility analysis is focused on the immediate and urgent needs of a new venture start-up. All four parts of the feasibility analysis (product/service, industry/market, organizational, and financial) are valuable and essential, but what is missed is a part that provided attention to the longer-term requirements for success and sustainability. A fifth strategic feasibility analysis is needed, focused on the long-term sustainability of the new venture. This strategic/contingent context-dependency lens considers the organization's long-term survival, confirming that organizational success depends on the new venture's ability to emphasize its uniqueness and fit with its external environment.

Design/methodology/approach – This paper takes advantage of the decades-long literature review in Strategy to combine known data with entrepreneurial practice in undertaking the feasibility analysis.

Findings – This enhanced feasibility analysis adds a strategic lens beyond the traditional four-part feasibility analysis, resulting in identifiable value-added benefits and awareness of potential opportunities or threats in the longer term.

Research limitations/implications – This research is conceptual and theoretical at this point, without field implementation.

Practical implications – New venture failure is an ongoing concern for many. This suggested strategic lens, especially the sustainability aspect (beyond the “what-do-we-need-to-do-to-open-the-doors” of much feasibility analysis) may prove very useful. Competitive advantage is examined in the traditional feasibility analysis, but this strategic lens suggests a longer term examination, and engages with competitor response.

Social implications – If adopted, this enhanced analysis may lead to greater success for new venture start-ups, thus less wasted time, energy and money.

Originality/value – This is the first attempt at adding a focused strategic lens to the traditional entrepreneurial feasibility analysis. This may seem like a simple and elementary shift of perspective, but the implications are huge, and take advantage of the decades-long research stream in strategic thinking and planning.

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Originality/value

This paper illustrates that the interactive nature of service adaptation is particularly pertinent in a business-to-business context and that the phenomena needs much more careful attention as it provides a potential area for marketing managers to achieve service differentiation.

Citation

Zhu, X., Zolkiewski, J. and Ranaweera, C. (2016), "Exploring service adaptation in a business-to-business context", *Journal of Service Theory and Practice*, Vol. 26 No. 3.

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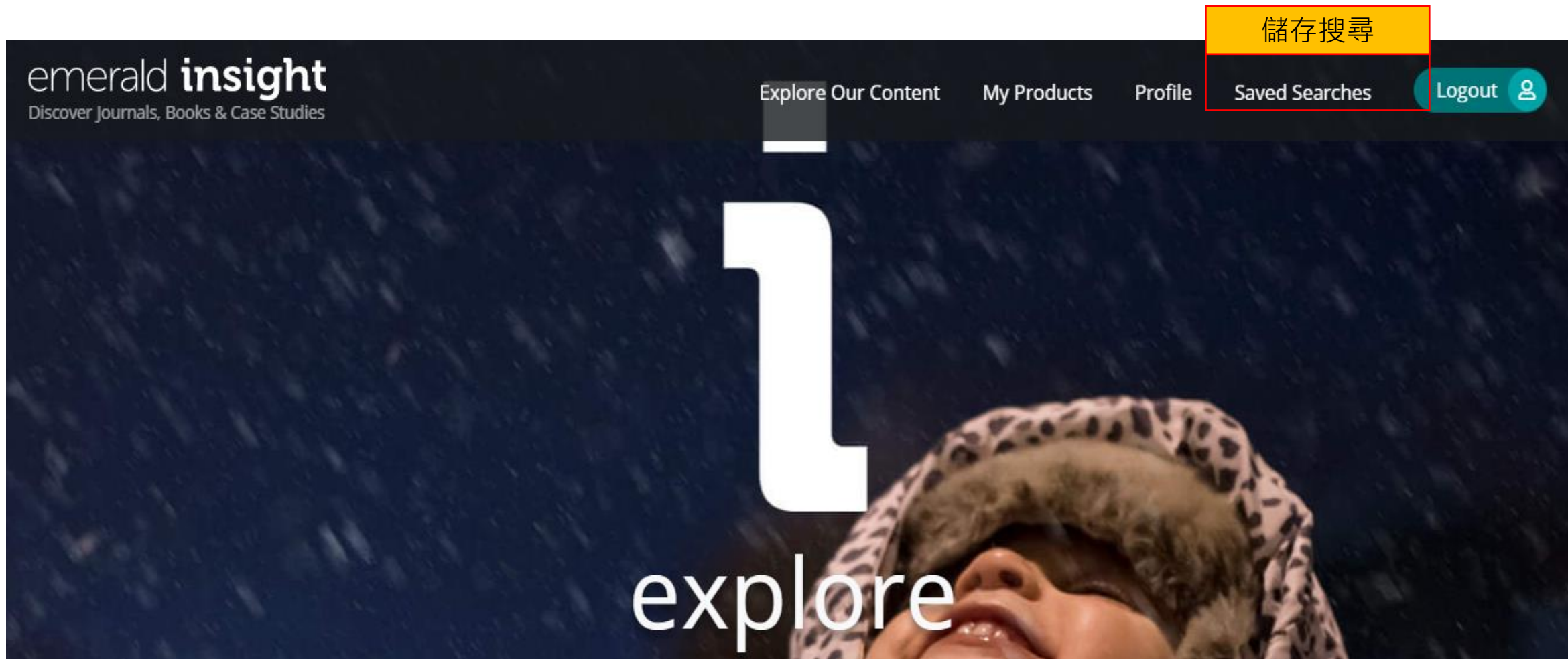
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Publication date: 17 March 2016

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This study investigates service adaptation in a business-to-business context and explores



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Publication date: 20 July 2020

Intensive summer course in robotics – Robotcraft

N.M. Fonseca Ferreira, André Araujo, M.S. Couceiro and David Portugal

This paper describes a two-month summer intensive course designed to introduce participants with a hands-on technical craft on robotics and to acquire experience in the...



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