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Emotions and Marketing: A theoretical Approach

Cristina-Maria BĂLGĂRĂDEAN

Babeş-Bolyai University, Faculty of Economics and Business Administration, România
cristina.balgaradean@gmail.com

ABSTRACT The right questions that all researchers should address when approaching an ambiguous and new domain should be how well studied it is, who were the fellow researchers that were approaching it and what did they studied. Knowing these details helps them set their own research objectives. This documentary research based on the theoretical foundations of several definitions and classifications of the term “emotion”, aims to present a new theoretical approach, in order to underline the relationship between etymology, history, psychological definitions and classifications. In particular, among the few studies on emotional marketing, it reveals the links between emotions and marketing, specifically those in decision making and marketing actions, by analyzing all the “emotion and marketing” articles the author had access to. Thus, the overall approach and its uniqueness consist in the predominant psychological side and the literature review studied. Finally, it captures some unexplored ideas and brings new opportunities to future marketing research, such as a meta-analysis on consumption emotions or emotions and advertising.

Keywords: emotion; definition; classification; marketing; decision making

JEL classification: M30, M31, M37, M39

1. Introduction

Individuals can have both a similar and different behavior one from another. Consequently, emotion could be perceived by each individual in their own personal manner. So, emotion definitely has its meaning as an important factor in making ones everyday choices and decisions regarding peoples, products or services. Whether it is an emotional reaction, an experience, a feeling, a collection of changes taking place in an individual’s body, the emotion characterizes and forms his/hers personality through attitudes and motivations. Given the difficulty in both defining and describing emotions, this study relies on past approaches from history, philosophy, psychology, psychiatry and sociology with a clear direction to economics and marketing, in order to grasp the distinct meanings associated with emotions. Acknowledging the importance of emotions both in everyday life and in the relationships between companies and their customers, the understanding of emotions has made the subject of several studies. Despite researchers' increasing interest in emotions over years, there is still a need to better grasp the meaning, to understand the role and find the best classification of emotions in the marketing field.

The research methodology used to develop this documentary research includes the use of specialized documentary sources in the field of marketing research, psychological, sociological and philosophical researches, belonging to several authors. The structure of this article consists of three parts. The first part is the largest and it’s divided into three subparts.

Consumer Perceptions about Digital Privacy and Online Data Sharing in the UK Insurance Sector

Ian R. BLAKESLEY

University of Winchester, Winchester Business School, UK
I.Blakesley.13@unimail.winchester.ac.uk

Anca C. YALLOP

University of Winchester, Winchester Business School, UK
Anca.Yallop@winchester.ac.uk

ABSTRACT Consumer behaviour in the UK insurance sector has transformed over the last 20 years from traditional retail, to predominantly online trading. Data is a fundamental part of how the sector operates, and the use of data in insurance is constantly evolving. This paper explores consumer perceptions about digital privacy and their subsequent motivations to disclose personal data for insurance purposes. An exploratory, qualitative research approach was used and qualitative data was collected from insurance consumers using in-depth, semi-structured interviews. The study found that the consumers interviewed were extrinsically motivated to disclose data by financial reward and convenience, but suggests that subsequent intrinsic motivations may be an influence on the initial motivations. Consumers perceived transactions as “fair” if they received the expected rewards, retained control of the data, and the data was not unilaterally used to their detriment. Concern for privacy was generally low, provided antecedent conditions were met. The paper concludes with a discussion of contributions this research makes to academic knowledge and industry practice, and highlights the implications for insurance organisations.

Keywords: digital privacy; online data sharing; big data; motivations; consumer behaviour

JEL classification: M31

1. Research Context and Purpose

In recent years e-Commerce has changed the way businesses in general, and insurance providers in particular, interact with their consumers. Whereas previously data was a by-product of an insurance transaction, data is now central to the pricing of products and the understanding of consumer behaviour due to two key market developments. First, the vast amounts of data produced globally (Nunan and Di Domenico, 2013; Verdino, 2013) generated passively by users of products and services, so-called “digital exhaust” (Wang, 2013, [online]; Barocas and Nissenbaum, 2014: 32), created by mobile devices (Shilton, 2009) or data explicitly shared on social networking platforms has created an abundance of publicly-available data (Nov, Naaman and Chen, 2010). Second, advances in the capability (Mayer-Schönberger and Cukier, 2013) and reductions in the cost of data-processing technology have enabled this data to be widely and cost-effectively accessible (Richards and King, 2014, p.399) to companies of all sizes. Both of these developments have been

A Review of the Specific Characteristics of the Generation Y Consumer

Anca BUCUȚĂ

Babeş-Bolyai University, Faculty of Economics and Business Administration, România
bucuta.anca@gmail.com

ABSTRACT Generation Y (consisting of individuals born between 1980-2000), is slowly becoming the largest consumer segment in history, with a huge impact on the world economy, due to its number of representatives and their increasing buying power. That's why generation Y is an extensively covered subject in the scientific literature, in fields such as economics, sociology, as well as psychology and human resources. Generation Y is also one of the most challenging consumer segments to target in marketing practice. In this context, a question arises: which are those distinctive generation Y characteristics that have turned this generation into such an interesting research topic and marketing challenge? Furthermore, returning to the academic field, it's very difficult to identify a study of the generation Y specific traits in the Romanian academic literature. Therefore, this article aims to firstly answer the above mentioned question, as well fill the gap in the Romanian literature by highlighting a set of specific characteristics of generation Y. Based on an extensive literature review, this article will detail a number of theoretical concepts, regarding the millennial's specific traits, values, decision-making system, purchase and consumption behaviors.

Keywords: sociological generations; generation Y; consumer behavior; attitudes; values; decision-making system

JEL classification: M31, M37, M39

1. Introduction

Heterogeneity is one of the most important traits of generations. In other words, the members of each generation have unique wishes, experiences, expectancies, values, lifestyles, as well as specific demographical characteristics that influence their whole life and of course their consumption and purchase behavior (Martin and Prince, 2009). Given these facts, one of the biggest challenges, both products and services marketing have faced over the past 25 years, is adopting the so-called generational marketing trend, that refers to concentrating a company's marketing efforts towards serving the needs and wants of each consumer generation (Segall, 2013). And since among the generations Y is becoming one of the most powerful consumer segments in history, it's believed to be very important for any marketer to achieve a deep understanding of the millennial's specific traits, values, attitudes, lifestyles and buying behavior.

Therefore the main objective of this paper is to outline, from a theoretical standpoint and using secondary sources, all these special characteristics of generation Y and thus to provide the marketing practitioner with the necessary knowledge base and tools to properly address the needs, wants and expectations of the Y consumer.

The Effect of Marketing Promotions on Customers’ Cognitive Biases

Călin GURĂU

Montpellier Business School, France
c.gurau@montpellier-bs.com

ABSTRACT This paper investigates the effect of promotional marketing messages on the cognitive biases experienced by a sample of 97 randomly selected French consumers interviewed in the city of Montpellier, France. Using an exploratory approach based on a qualitative methodology, the study provides some interesting results regarding the effect of gender and age on the type of induced cognitive biases, and provides an empirical basis for developing a tentative model regarding the categories of factors influencing the apparition and manifestation of a cognitive bias as an effect of promotional marketing messages.

Keywords: cognitive biases; promotional marketing messages; influencing factors; consumer perceptions and behaviour; French consumers

JEL classification: M37, M39

1. Introduction

The working definitions of marketing outline the positive aspects of the marketing approach or both companies and customers: on the one hand, by collecting and analysing relevant information about customers’ needs, wants and behaviour, companies are able to adapt their offer to a specific segment of targeted customers, while, on the other hand, customers can find on the market the products they need and/or they desire, which they purchase in order to achieve satisfaction. However, it is necessary to outline two elements that are often neglected in this equation: first, the parties of any transaction are driven by a particular interest, that can, in some situations, encourage them to manipulate the situation in their favour; and second, the capacity to collect, analyse and interpret information, is not equal among these transaction parties, often creating situations of information asymmetry, which facilitate market manipulation. There is also a third element which started to be increasingly analysed in the last 40 years –the existence of cognitive biases, which invalidate the rational choice/behaviour models developed by consumer marketing theorists.

The cognitive bias, a term coined by Tversky and Kahnemann, following their research into human decision-making in the 1970s, is defined as a “systematic error in judgment and decision-making common to all human beings which can be due to cognitive limitations, motivational factors, and/or adaptations to natural environments.” (Wilke and Mata, 2012: 531). This definition may give the impression that cognitive biases are unchangeable natural laws that cannot be induce or modified by purposeful human behaviour. On the other hand, if we consider the short-or the long-term outcomes of decision-making, we identify the potential or loss, or gain, for the parties involved in a situation. The introduction of a personal, pecuniary interest into this equation opens the door to the assumption that cognitive biases can be consciously used to obtain an undue advantage or gain, by manipulating the perception and the decision-making process of other parties.

Cluster Facilitated Regional Innovation and Technological Transfer. When is Close, Close Enough?

Andrei KELEMEN

Babeş-Bolyai University, Faculty of Economics and Business Administration, România
andrei.kelemen@ubbcluj.ro

ABSTRACT The subject of technological transfer, as a way of approaching innovation in business and society, has been a long time subject of debate. Most questions concerning the matter have touched upon a wide range of issues, from general broad aspects such as R&D benefits and implications on society level to more detailed or concrete ones regarding the way in which innovation is intervened into businesses, and ultimately in our everyday lives. Lately, innovation, technological transfer and adoption have become general recipes for successful businesses, although in reality not many succeed. This article argues, based on current theories, those barriers of innovation and technological transfer reside in the way in which an eco-system manages to enable “proximities”. We will take further our theoretical approach to show that even in the case of IT&C, where proximities can be apparently replaced by the means of the industry, cognitive proximity and some degree of “community feeling” are required. Cluster organizations play an important role in facilitating such a construction. Finally, the paper further investigates the presumption that the availability of qualified human resources is sufficient for building economic sustainability.

Keywords: cluster; innovation; technological transfer; proximities; regional identity

JEL classification: O32, D83, P48

1. Introduction

The subject of technological transfer, as a way of approaching innovation in business and society, has been a long time subject of debate. Most questions concerning the matter have touched upon a wide range of issues, from general broad aspects such as R&D benefits and implications on society level to more detailed or concrete ones regarding the way in which innovation is intervened into businesses, and ultimately in our everyday lives.

As a matter of fact, technological transfer has become an important objective at European level, and consequently is heavily subsidized through public funding by the EC through various financial instruments: Horizon2020, COSME, ESIF, and EU structural funds disbursed through member states. The emphasis placed on successfully linking research and innovation capacities to social and economic operators is based mainly on the understanding that this is a key factor for increasing the competitiveness of companies. This, at its turn, is strongly linked to the promotion of specialization and to cross-sectoral approach of business. Specialization (or smart specialization) is understood here as a conceptual framework for thinking about possible policy- prioritization logic aimed at promoting EU growth, as defined by the ‘Knowledge for Growth’ expert group (K4G), which used to advise the former European Commissioner for Research, Janez Potocnik. Also, it pertains to the idea that a

Modeling the Determinants of Consumer Satisfaction for Healthcare Services

Ruxandra LAZEA

"1 December 1918" University of Alba Iulia, România
ruxandra_rdvc@yahoo.com

ABSTRACT The article presents a model that can be used to measure the degree of satisfaction of the consumers of healthcare services. The model presented in this paper is based on the model created by Parasuraman (Parasuraman *et al.*, 1988) with some dimensions adapted for healthcare services in order to measure adequately the degree of satisfaction felt by healthcare services consumers. The public structures that were taken into consideration for conducting the research represent three structures in which healthcare services are being performed. The collected data was analyzed using IBM SPSS and IBM AMOS. The results of the exploratory analysis shows that the model dimensions are appropriate for studying healthcare services consumers' satisfaction. The results of the confirmatory analysis show that two of the analyzed indicators namely, RMSEA and AGFI do not fall within the acceptable limits, the rest of the indicators registered values in the upper limits of the indicators values.

Keywords: consumers; satisfaction; model; analysis

JEL classification: M31, I1

1. Introduction

The choice for this theme was based on the observation that currently, the satisfaction / dissatisfaction motives of consumers of healthcare services are an important basis for the development /improvement of the public healthcare system. The present article represents a part of a broad research.

In order to properly measure the degree of satisfaction in the case of the consumers of healthcare services, after accessing the medical services provided from the public hospitals, a model was proposed. The public hospitals taken into consideration represent three structures of the public healthcare system: the Emergency Hospital from Alba Iulia; "Dr. A. Simionescu" City Hospital from Hunedoara and the Clinic of Neurology from Cluj Napoca.

The reasons for which we chose these units areas it follows:

- they are state structures;
- they hold inpatient services;
- they hold medical investigation services;
- they hold medical equipment for the necessary medical investigations;
- they hold emergency services;
- they have specialized medical and non-medical personnel.

Mediating Effect of Ambidexterity on Marketing Capability and Innovation Capability

Mohammad Ali SHAHHOSEINI

University of Tehran, Faculty of Management, Iran
shahhoseini@ut.ac.ir

Kimia RAMEZANI

University of Tehran, Faculty of Management, Iran
kimiaramezani@ut.ac.ir

ABSTRACT Marketing capabilities play a significant role in improving innovation in firms and create competitive advantages for companies. Most of the businessmen are concerned about how they can implement existing capabilities to explore new opportunities and resources. Ambidexterity enables firms to exploit their existing capabilities and explore new capabilities to improve their performance. It also, intensifies companies' success and makes them compatible with environmental changes. In this study, we develop a model that examines the mediating effect of ambidexterity on relations between marketing and innovation capabilities which, to the best of our knowledge have not been studied until now. This model also seeks the direct effect of marketing capabilities on innovation capabilities. A self-administered questionnaire is used and the data are collected from a special food company's consumers. Smart Pls2 is used to analyze hypotheses through structural equation modeling (SEM) analysis. Although, results confirm positive effect of marketing capabilities on innovation capabilities, the consequences do not support mediating effect of ambidexterity (exploration and exploitation).

Keywords: marketing strategy; innovation capability; marketing capability; ambidexterity; exploration; exploitation

JEL classification: M31

1. Introduction

Marketing capability (hereafter MC) enables Research and development (hereafter R&D) teams to be more innovative (Jeong, Pae and Zhou, 2006) and affects different types of innovation (Mariadoss, Tansuhaj and Mouri, 2011). It also, plays a key role in succeeding commercial plan and innovation capabilities of firms which ultimately turns into competitive advantages for companies. Ambidexterity provides the company with essential skills to perform small changes in existing knowledge and current market experiences to satisfy the existing customers' needs through exploitation.

The organizations can meet emerging customers and gain new benefits through exploration (Yalcinkaya, Calantone and Griffith, 2007). Exploration and exploitation are interconnected and exploring without exploiting is ineffective. MC has a positive impact on innovation

The Aesthetic Elements Kept in Mind by Romanians when Buying a Car

Corina Paula TARȚA

Babeș-Bolyai University, Faculty of Economics and Business Administration, România
tarta.corina@gmail.com

Ioan PLĂIAȘ

Babeș-Bolyai University, Faculty of Economics and Business Administration, România
ioan.plaias@econ.ubbcluj.ro

ABSTRACT Automotive industry is in a continuously growth and the technological development and progress are approachable for almost everybody. Accordingly, aesthetics is the element that creates uniqueness. The purpose of this study is to identify which are the aesthetic features which represent value for the Romanians when buying a car. This is a preliminary step in creating a model, which will reveal all the implications aesthetics of a car can have upon the buying decision. Through a qualitative research, based on interviews, this paper shows that Romanians are not so different when it comes to aesthetic preferences and that whatever the gender is, aesthetics (on a scale from 1- not important at all to 5 – very important) for the majority is important or very important and never is valued as less important than 3.

Keywords: automotive industry; aesthetics; consumers’ preferences

JEL classification: M30, M31, M39

1. Introduction

Gustave Eiffel, even if, he was an engineer has noticed the importance of beauty since 1889, when he created the Tour Eiffel, stating: “Can one think that because we are engineers, beauty does not preoccupy us or that we do not try to build beautiful, as well as solid and long lasting structures?”. Accordingly, how can we, nowadays, don’t be aware of the importance of aesthetics when buying a product, furthermore being in a moment when technology evolves so quickly and techniques are frequently copied easily, between competitors?

When speaking about cars, most of the innovative technical features are integrated in all brands, of course at a different level of proficiency. Thus, people usually seek for a medium level of innovation, besides the category of innovators so, the element which indeed is different between cars at all levels is their look. “Audi for instance says that product design determines up to 60% of a consumer’s decision to buy a particular automobile” (Kreuzbauer and Malter, 2005: 165).

Given all these, we considered that is important not only to know that aesthetics plays an important role in forming the buying decision, but also which of the aesthetic elements are taken into account when buying a car. The aesthetic concept is a complex one and includes as main categories: color, shape, texture, sound, smell and taste, and each of them includes other features.

Finding the Synergy when Operating “Bricks and Clicks” Business Models

Viorel VASILE

The Bucharest University of Economic Studies, România
viorel.vasile@yahoo.com

Ioana TEODORESCU

The Bucharest University of Economic Studies, România
ioanna.teodorescu@gmail.com

ABSTRACT This article examines the channel management topic regarding the business model where the electronic commerce (clicks) is used in combination with traditional (brick-and-mortar) operations. It is more than obvious that technical innovations and Internet had a remarkable impact in the market in the recent years stimulating many organizations to engage in various activities on the Internet. Finding the synergy between electronic commerce and traditional brick-and-mortar channels in a manner that best utilizes the strengths of each channel is one of most significant challenges facing the organizations nowadays and the main objective of this paper is to present a conceptual framework for internal decisions when operating integrated business models that are using both an online and a physical channel. In doing so, this study pretends not only to provide advance knowledge and understanding but also to address business issues and practical managerial problems.

Keywords: e-commerce; bricks and clicks; multi-channel retailing

JEL classification: L81, L86

1. Introduction

While the consumers became familiar with e-commerce only in the last two decades, this new form of retail has a much longer history. The e-commerce expansion started much earlier and began “with the development of electronic data interchange (EDI), the exchange of business documents from one computer to another in a standard format” (Tian and Stewart, 2006: 559) which allowed the few companies enrolled to exchange business documents (information, Orders records, etc.) (Sawabini, 2001).

According to Tian and Stewart (2006) the explosion of the Internet-based technology brought the e-commerce into a new phase, characterized by the online transaction of goods and services, which started as a research tool after the development of a graphical user interface (GUI) and the navigability of the World Wide Web (WWW) along with the creation of the hypertext markup language (HTML) with specifications for uniform resource locators (URLs). Becoming a channel approached by a growing mass of population, the Internet became soon attractive to the business world.

The term e-commerce came into popular use in 1995, signifying the rapid development of commercial applications of the Internet, which will be the dominant pattern of Internet use in the mid-1990s. Also in 1995 Amazon online store is launched and in the first year manages to

EXTENDED WORKING PAPER

A Theoretical Approach to Experiences in Marketing – Mastered through Experience Marketing

Diana-Gabriela BASOC

Babeş-Bolyai University, Faculty of Economics and Business Administration, România
basoc.diana@gmail.com

ABSTRACT This article focuses on the deep understanding of experiences in marketing, but only from a theoretical approach. This article explores the implications of consumers’ and markets’ recent changes, the most relevant approaches to experiences in marketing during the time and how experiences in marketing should be mastered through experience marketing now. Therefore, this article further explores the meaning of a human being experience, the construction of ordinary and extraordinary experiences and how these lead to experiences in marketing. Then, this article defines experience marketing as a new concept with specific characteristics, components and attributes. Afterwards, this article states the powerful engagement of emotions and senses in experience marketing and in the end, this article reviews Schmitt’s conceptual model of experience marketing.

Keywords: experience; experience marketing; emotions; senses

JEL classification: M31

1. Introduction

This article represents a theoretical synthesis of the most relevant approaches to experiences in marketing. It delivers authors’ judgements related to the subject in an objective, systematic and consistent manner. Therefore, this article aids to a deeper understanding of experiences in marketing. Moreover, this article could be the essential for informed further empiric research.

Experiences in marketing are increasingly analysed both in literature and practice. In all his writings, Schmitt argues that companies must go beyond the utilitarian approach of traditional marketing to the newest approach of experiences in marketing in order to dominate the markets. Schmitt (2003) sustains that consumers are human beings with experimentation needs. Thus, it is very important for companies to understand this and engage its consumers to experiences that make them feel better and happier. Schmitt strongly focuses on creating experiences through emotions and senses and he has also developed the first conceptual model in this direction. Accordingly, Pine II and Gilmore (1998) insist that the companies must intentionally use services as stage and products as props in order to create a genuine experience which engages the consumer into a memorable event for himself. Thus, they imply that the traditional marketing based on services and products represents the assiduous preparation for the experiences in marketing performance.

EXTENDED WORKING PAPER

Benchmarking – a Solution Strategy for the Public Sector

Alexandra GOGOZAN

Babeş-Bolyai University, Faculty of Economics and Business Administration, România
alexandragogozan@yahoo.com

Marinela GHERES

Babeş-Bolyai University, Faculty of Economics and Business Administration, România
marinela_gheres@yahoo.com

Ciprian-Marcel POP

Babeş-Bolyai University, Faculty of Economics and Business Administration, România
marcel.pop@econ.ubbcluj.ro

ABSTRACT Services are studied in detail since the 80's; the idea of analyzing value of services through customer's satisfaction is researched for a long time. The reason for which benchmarking studies have earned their right to be considered an effective method of this analysis of services is also the basis for this paper. This paper tries to transfer this process from SME's to local authorities, because we believe they are no longer able to please citizen's satisfaction regarding the given services, through their current policy strategies, which is why we believe it's time to identify effective solutions in solving problems such as environmental issues, waste management, economic competitiveness and more. The research method used in preparing the study is a method of data processing, statistical and mathematical method, named the actual ranking method. The importance of this method results from the mere fact that this kind of complex studies as benchmarking studies need both a hierarchy and a data collection and an accurate analysis in order not to leave room for interpretations and errors. Benchmarking has developed into a very popular regular improvement tool that has come to be seen as an essential component of internationally respected business excellence programs and good management practice, thus its importance in applying it within the public sector.

Keywords: sustainable development; eco-efficiency; community; innovation; competitiveness

JEL classification: M31

1. Introduction

Since ever, the actors on the world economic scene have compared their own products and services to those offered by their competitors on the market. Sometimes these comparisons have worn a formal aspect, but most times, comparisons were made informally. Currently, this self evaluation is stipulated in ISO 9000:2001 - Quality Management Systems. Fundamentals and vocabulary ", whose paragraph 2.8" Quality management systems assessment "provides that:" Evaluation of a quality management system can vary in scope and may contain a number of activities such as auditing and analysis quality management system and self evaluation. "

EXTENDED WORKING PAPER

A Study Concerning the Perspectives of Increasing the Efficiency of Online Promotion in Adults’ Education Services in Romania

Claudiu-Dan GOSTIAN

Babeş-Bolyai University, Faculty of Economics and Business Administration, România
cgostian@gmail.com

ABSTRACT Today society is heading quickly towards services in the context of the abundance of information provided by the usage of ITC technologies up to the level of convenience. If in the past the marketing had to acquire data with major efforts, nowadays marketers are in the position of filtering relevant data out of the mass (the plethora of data) or obtained from the client approach process by means of new technologies. The professional adult’s training services have experienced a quickly development in recent years in Romania and worldwide, knowing a formal recognition of their importance by the conferred legal basis. By default, these signals were given and the competition naturally appeared. By this reason, it is required an evaluation to determine the way firms are adapting to new technologies including the way of doing marketing. We deal with trained customers, increasingly busy who prefer as a search tool machine, the Internet. Our purpose is to determine which the most used promotional methods are in order to achieve the sales targeted.

Keywords: adults’ education services; customers; online tools; online advertising mix; types of online promotion; online marketing strategy

JEL classification: M31, M37

1. Introduction

This scientific approach is part of a more complex study through which we examine on the whole the marketing in adults’ education services in online environment in Romania.

“The impact of information society” (National Council for Adult Education, 2002) by means of information technology playing an important part in communication and information, imposes a new approach of learning due to the high expectations required when finding employment , and of the flexibility required of individuals as a consequence of the new tendencies demanded by network cooperation, the new ways of organizing work and production materialized by the disappearance of repetitive and routine work, by replacing these with tasks which require creativity and adaptability.

The current FPA system has a high level of flexibility in terms of building career paths, a system that encourages the alternation between the education and work periods and allows the acknowledgment of work experience, but which contains only the first three levels of qualification, therefore it may be considered a “closed” system (The National Qualifications Authority, 2013: 5).