

Production Management of Print Advertising Services in Nueva Ecija, Philippines

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Abstract: *Based on the findings of the study, the researchers were able to arrive to the following conclusion. Most of the owners of tarpaulin printing advertising services are 37-56 years old, male, married, and high school/Bachelor's Degree graduate. This means that education highly participate to the proper management of the enterprise. Having a background especially on such machines can be more helpful in managing the business. As to the profile of the enterprises mostly are operating for more than six years, can be classified as micro enterprises, and employing four to six employees during peak season and less than three workers during off season. This means that most of the respondents enable to operate the business even in a peak or off season in just limited number of employees. Those respondents obtain its image in more than six years and continuing to maintain and improve its quality service to provide satisfaction to its consumers. Most of the owners get their raw materials in Metro Manila. The respondents obtain its tarpaulins and inks once or twice a month. Most equipment/ machines went to repair monthly or quarterly. 11-15 pieces are the defective output/product produced per month and they have their own disposal method and collected by the garbage collector. The most commonly used tools is Ink Jet Printer. This means that they can handle its waste in a proper way that wouldn't harm the environment. Also, they wanted to avoid unnecessary errors or failures in the operation so their machines went to repair monthly or quarterly. However, most of the business encounters their own internal and external problems. In the assessment of the problems encountered by the respondents in internal and external environment, lack of funds, lack of upgraded equipment and machines, limited inventories of supplies, lack of trained workers and high rate of defective or spoiled output are often encountered in the internal environment and always encounter high level of competition, power interruptions and lack of any trade unions or organization in the industry in the external environment.*

Keywords: Advertising, marketing strategies, printing services.

1. Introduction

Tarpaulin printings have been an effective advertising for any type of organizations locally or internationally. Its attractiveness and affordability makes it one of the most common form advertisements for companies.

Historically, tarpaulins are only used to cover things and keep them dry but nowadays, tarpaulin services have already made a significant impact not only for the promotion of the different kinds of businesses but also for the public information dissemination of different individuals, groups and institutions. Target market will be more aware that there is a new business or there will be a new product of a company to be released. If the customers see the tarpaulin, they will read it and get interested and will get more curious about the existing product or business. Tarpaulin printing services not only offers tarpaulin printing but also can be used in any advertising or personal used such as birthday banners, wedding banners, company signage, and they are also used by politicians to advertise their projects and as for the campaign materials for elections and many more. Tarpaulin printing services can be really helpful in the business world.

Tarpaulin printing services has been around for a while. A decade ago, a 6 feet tarpaulin printing machine will cost you more than a million. Times have change as china branded printers is catching up. They are now cheaper and faster, compared with the expensive brands. This gives more Filipinos the opportunity in venturing to tarpaulin printing. The tarpaulin may, however, be manufactured in any shape,

including ovals, circles, and triangles. Sheet sizes typically have a width ranging from about 5 feet to about 50 feet and a length ranging from about 7 feet to about 100 feet (tarpaulinprintingbusiness.com, 2009).

In Gapan City, Nueva Ecija the printer tarpaulin machine can only avail a maximum size of 5 feet and a limited size of width. There is no way for someone to know what type of business you operate unless you use tarpaulin print advertising with large print signs. If you go to a trade show or other promotional event you want to stand out amongst the competition. One way you can do so is with a well-designed tarpaulin that shows off your business with eye-catching graphics and telling slogans. Signs produced without a professional eye often look bad for a number of reasons, including logo, font, size, and a number of other common mistakes. Perhaps your company slogan looks great in small print, but that doesn't guarantee it will look right when you enlarge it. An unprofessional sign might make people think you are offering an unprofessional business, which is the very last thing you want or need in print advertising. Great tarpaulin design creates customer's attention. And customer's attention can bring more customers, and more customers means gain in profits. The present condition of the industry developed the interest of the researchers to conduct a study on the production management of tarpaulin services in Gapan City, Nueva Ecija.

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2. Statement of the Problem

Generally, this study describes the Production Management of Print Advertising Services in Gapan City, Nueva Ecija. Specifically, it seeks to find the answers to the following:

- 1) Profile of the Owner
 - 1.1. Age
 - 1.2. Gender
 - 1.3. Marital Status
 - 1.4. Educational Attainment
 - 1.5. Course Taken (if college graduate)
- 2) Profile of the Enterprise:
 - 1.6. Years in Operation, and
 - 1.7. Estimated Assets
- 3) Production Management
 - 1.8. Number of Employees
 - 1.8.1. Peak Season
 - 1.8.2. Off Season
 - 1.9. Compensation
 - 1.10. Sources of Tarpaulins
 - 1.11. Frequency of Ordering
 - 1.12. Financing of Tarpaulins
 - 1.13. Sources of Inks
 - 1.14. Frequency of Ordering Inks
 - 1.15. Financing for Inks
 - 1.16. Equipment and Machines Used
 - 1.17. Financing for Equipment
 - 1.18. Frequency of Repairs
 - 1.19. Number of Spoiled and Defective Outputs
 - 1.20. Waste Disposal Management
- 4) Problems Encountered in the Operation

3. Research Methodology

Research Design

The study utilized the descriptive method since the concern of the study is to determine the different practices of tarpaulin services in Gapan City. Descriptive research is employed to illustrate and determine the pattern or characteristics of variables in particular instances.

Research Locale

The study will be conducted at Gapan City, Nueva Ecija. The municipality is a fourth class city in the province of Nueva Ecija, Philippines. Gapan is nicknamed the "Footwear Capital of the North", and it is an inseparable part of the Rice Granary of the Philippines. According to the 2015 census, it has a population of 110,303 people. It has a land area of 164.44 km².

Respondents of the study

The respondents of the study are the Tarpaulin Printing Shop's workers or if any chance, the owner. The researchers used purposive sampling also known as judgmental sampling in choosing the member of the sample population. In this method, the researchers will choose the respondents that they believe are the most suited to provide the data they needed. According to Oxford dictionary, purposive sampling defines as a form of sampling in which the selection of the

sample is based on the judgments of the researchers as to which subjects best fit the criteria of the study.

Construction and Validation of the Instrument

Prior to the construction of the instrument the researchers interviewed several tarpaulin services at random in Gapan City where the data obtained served as reference in the construction of the questionnaire. Observation on the operation of the tarpaulin services was done to become more familiarize in the industry. These were done in several occasions to familiarize more on the operations of the tarpaulin services so the researchers can structure the instrument in a more systematic manner. This method is also called as pre-survey.

The researchers also explored different books in organization, financial, marketing, and operation management and previous studies related to the present study. Some of the questions were adapted from these different resources.

The researchers prepared a draft of the questionnaire and it was consulted on the research adviser, instructor, and other experts on the field of management and business administration for additional suggestions for revisions of the instrument.

A pre-test was also conducted in one tarpaulin services business in San Antonio, Nueva Ecija to identify if the questionnaire is already answerable by the actual respondents.

Techniques for Data Gathering

The researchers consulted to the Municipality of Gapan City to get secondary data relevant to the present study, particularly the number of Tarpaulin Services in Gapan City, some of the printing shops in Gapan City offers only layout designs which may give us information we need but it's not enough to form a complete idea about our research. Rather, the popular ones such as Apo Roque, Charm's Design and Almer's Tarpaulin and PanaflexPrinting, The Eight Kings Digital Printing, M8, and Aeons that provides complete package which can help us in conducting a good research. The researchers through the systematic construction and validation of the instrument of the study will personally conduct the administration of the questionnaire. After conducting the survey and interview, the researcher will organize and analyze the data. From the results to be obtained from the survey, the researcher will come up with a proposed action plan for the betterment of the city's slipper industry.

Statistical Treatment of Data

Frequency, percentage distribution and ranking were used to answer question number one which focused on the profile of the respondents. Data gathered were tallied, computed and analyzed for a well-defined discussion of the findings.

Weighted mean was used to evaluate the responses on questions number two which dealt on the considerations

towards Corporate Social Responsibility based on the respondents' views.

Profile of the Owner

Table 1: Distribution of Respondents according to Age

| Age | f | Percentage |
|-----------------|----------|-------------|
| 18-36 years old | 1 | 20% |
| 37-56 years old | 4 | 80% |
| 57-71 years old | 0 | 0 |
| 72-above | 0 | 0 |
| Total | 5 | 100% |

The table above shows that out of 5 respondents, eighty percent (80%) ages 37-56 and twenty percent (20%) ages 18-36. This shows that the manpower in this field is mostly in the mid age.

Table 2: Distribution of Respondents according to Gender

| Gender | f | Percentage |
|--------------|----------|-------------|
| Male | 5 | 100% |
| Female | 0 | 0 |
| Total | 5 | 100% |

The table above shows that 5 out of 5 respondents are male while female is zero (0). This means that most of the owner who established their own business was men with a 100% chance.

Table 3: Distribution of Respondents according to Status

| Status | Frequency | Percentage |
|--------------|-----------|-------------|
| Single | 0 | 0 |
| Married | 5 | 100% |
| Widowed | 0 | 0 |
| Total | 5 | 100% |

The table above shows that out of 5 respondents, zero (0) of the respondents are single while the remaining 5 are married. It indicated that majority of the owner were married and had their own family.

Table 4: Distribution of Respondents according to Educational Attainment

| Educational Background | Frequency | Percentage |
|------------------------|-----------|-------------|
| Elementary Graduate | 0 | 0 |
| High School Graduate | 2 | 40% |
| Undergraduate | 1 | 20% |
| Bachelor's Degree | 2 | 40% |
| Master's Degree | 0 | 0 |
| Doctorate Degree | 0 | 0 |
| Total | 5 | 100% |

The respondents were asked about their educational attainment and the report (Table 4) shows 40% are secondary/high school graduates. 40% of them are graduated with Bachelor's Degree and 20% are undergraduate. This data illustrate the sufficiency of the respondents particularly in terms of education and skills to implement their knowledge in the business.

The result also proves that having no college degree will not be a hindrance to anyone to enter to a venture similarly to tarpaulin services.

Table 5: Distribution of Respondents According to Course Taken by the Owners (if College Graduate)

| Course | Frequency | Percentage |
|--------------|-----------|------------|
| BSIT | 0 | 0 |
| BSBA | 0 | 0 |
| BSIME | 1 | 20% |
| BSECE | 1 | 20% |
| Total | 2 | 40% |

Table 5 shows that most business owners that were graduated in College took up Bachelor of Science in Industrial Management Engineering (BSIME) and Bachelor of Science in Electronics and Communication Engineer (BSECE).

Profile of the Enterprise

Table 6: Distribution of Respondents According to Years in the Operation

| Years of Existence | Frequency | Percentage |
|--------------------|-----------|-------------|
| Less than a year | 0 | 0 |
| 1-5 years | 1 | 20% |
| 6-10 years | 4 | 80% |
| 11 years above | 0 | 0 |
| Total | 5 | 100% |

Table 6 shows the frequency and percentage of the years of operation of tarpaulin services in Gapan City, Nueva Ecija. Among the 5 respondents, 80% have been operating for more than 6-10 years, 20 percent (20%) are already 1-5 years in the industry now. It indicated that most of the owner of tarpaulin services are operating for six to ten years and expecting to operate more than the result of the study.

Table 7: Distribution of Respondents According to Size based on Estimated Assets

| Size of the Enterprise | Frequency | Percentage |
|------------------------|-----------|-------------|
| Less than 3M | 4 | 80% |
| 3M-15M | 1 | 20% |
| 15M-100M | 0 | 0 |
| 100M-Above | 0 | 0 |
| Total | 5 | 100% |

The table shows the size of the enterprise where 4 of the respondents or owner was belong to Micro Enterprises which the total of the assets are less than Php 3,000,000.00. And only 1 belong to Small Enterprises which the total of the assets are Php 3,000,001- Php 15,000,000.00.

Production Management

Table 8: Number of Workers (Peak Season)

| Number of employees | f | Percentage |
|---------------------|----------|-------------|
| 1-3 employees | 2 | 40% |
| 4-6 employees | 3 | 60% |
| 7-9 employees | 0 | 0 |
| 10-12 employees | 0 | 0 |
| 13-Above | 0 | 0 |
| Total | 5 | 100% |

Table 8 shows the number of workers during peak season. Forty percent (40%) of the employs 1-3 workers and 60% employs 4-6 workers. Result shows that most of the owners

employ 4-6 workers during peak season where the demand on the product is higher than the normal season.

Table 9: Number of Workers (Off- Season)

| Number of employees | <i>f</i> | Percentage |
|---------------------|----------|-------------|
| 1-3 employees | 3 | 60% |
| 4-6 employees | 2 | 40% |
| 7-9 employees | 0 | 0 |
| 10-12 employees | 0 | 0 |
| 13-Above | 0 | 0 |
| Total | 5 | 100% |

Table 9 shows the number of workers during off- season. Sixty percent (60%) employ 1-3 workers and 40% employ 4-6 workers. Result shows that 60% of the owners employ less than 3 workers during off-season where the demand on the product is lower than the normal range.

Table 10: Compensation for Employees

| Compensation Income | <i>f</i> | Percentage |
|---------------------|----------|-------------|
| Per Project/Piece | 0 | 0 |
| Per day basis | 4 | 80% |
| Per Hour | 0 | 0 |
| Fixed Monthly | 1 | 20% |
| Total | 5 | 100% |

The above table represents the compensation income of the employees. Whereas eighty percent (80%) of the employees received their income per day basis and only 20% per fixed monthly.

Table 11: Sources of Tarpaulin

| Sources of Tarpaulins | <i>f</i> | Percentage |
|--------------------------------------------------|----------|-------------|
| Within the Municipality | 1 | 20% |
| Within the province but outside the Municipality | 0 | 0 |
| Within region III but outside the province | 0 | 0 |
| Metro Manila | 4 | 80% |
| Total | 5 | 100% |

The table 11 shows that out of 5 respondents, majority of them that has a frequency of 4 and with a rate of 80%, owners took the raw materials called tarpaulin or lona are came from Metro Manila, while the remaining twenty percent (20%) within the Municipality. So it means that majority of the respondents obtain their raw materials in Metro Manila.

Table 12: Frequency of Ordering Tarpaulins

| | <i>f</i> | Percentage |
|---------------|----------|-------------|
| Once a week | 1 | 20% |
| Once a month | 2 | 40% |
| Twice a month | 2 | 40% |
| Others | 0 | 0 |
| Total | 5 | 100% |

Table 12 shows the frequency and percentage of ordering tarpaulins. We can see that, 20% of the respondents do ordering of tarpaulin once a week. On the other hand, most of them (40%) ordered tarpaulins once or twice a month.

Table 13: Financing for Tarpaulins

| Terms of Payment | <i>f</i> | Percentage |
|------------------|----------|-------------|
| Cash on Delivery | 3 | 60% |
| Cash in Advance | 1 | 20% |
| Down payment | 0 | 0 |
| Consignment | 0 | 0 |
| Long-term Credit | 1 | 20% |
| TOTAL | 5 | 100% |

Table 13 shows that majority of the respondents are using cash on delivery having 60% of the totality; the lowest percentage of financing lies with 20% which is cash in advance and long-term credit. This means that the majority of tarpaulin enterprises in Gapan City, Nueva Ecija are smart in financing. Because other methods like Long-Term Credit will add more interest and rates to their fees.

Table 14: Sources of Inks

| Sources of Inks | <i>f</i> | Percentage |
|--------------------------------------------------|----------|-------------|
| Within the Municipality | 1 | 20% |
| Within the province but outside the Municipality | 0 | 0 |
| Within region III but outside the province | 0 | 0 |
| Metro Manila | 4 | 80% |
| Total | 5 | 100% |

The distribution of respondents of sources of inks is shown in table 14. Eighty percent (80%) get inks in Metro Manila and the remaining twenty percent (20%) acquire within the Municipality. The result shows that most of the respondents obtain inks in Metro Manila.

Table 15: Frequency of Ordering Inks

| | <i>f</i> | Percentage |
|---------------|----------|-------------|
| Once a week | 1 | 20% |
| Once a month | 2 | 40% |
| Twice a month | 2 | 40% |
| Others | 0 | 0 |
| Total | 5 | 100% |

Table 15 shows the frequency and percentage of ordering inks. This means that twenty percent (20%) of the respondents ordered inks once in a week. While in general, forty percent (40%) ordered once or twice in a month.

Table 16: Distribution of Respondents According to Financing for Inks

| | <i>f</i> | Percentage |
|------------------|----------|-------------|
| Cash on Delivery | 2 | 40% |
| Cash in Advance | 1 | 20% |
| Down payment | 0 | 0 |
| Consignment | 1 | 20% |
| Long-term Credit | 1 | 20% |
| Total | 5 | 100% |

The respondents are used cash on delivery having 40% of the totality; the lowest percentage of financing lies with 20% which is cash in advance, consignment and long-term credit. Based on the table 16, the mostly used of financing for inks is cash on delivery.

Table 17: Equipment and Machines Used

| Machines | f | Percentage |
|------------------------|---|------------|
| Ink Jet Printer | 4 | 33% |
| 6ft Tarpaulin Printer | 3 | 25% |
| Heat Press | 3 | 25% |
| 10ft Tarpaulin Printer | 2 | 16% |

The table 17 shows the equipment and machine used in tarpaulin services. The ink jet printer has a frequency of 4 having 33% percent of the totality. The 6ft tarpaulin printer and heat press has the same percentage which is twenty-five percent (25%) and only sixteen percent (16%) for 10ft tarpaulin printer. This clearly indicates that respondents have only limited tools and equipment for tarpaulin services.

Table 18: Financing for Equipment

| Equipment/ Machine | Cash on Delivery (Cash Basis) | | Cash in Advance | | Total | |
|------------------------|----------------------------------|------|--------------------|-----|-------|------|
| | f | % | f | % | f | % |
| Ink Jet Printer | 3 | 75% | 1 | 25% | 4 | 100% |
| Heat Press Printer | 1 | 33% | 2 | 67% | 3 | 100% |
| 6ft Tarpaulin Printer | 1 | 33% | 2 | 67% | 3 | 100% |
| 10ft Tarpaulin Printer | 2 | 100% | 0 | 0% | 2 | 100% |

The table above shows the financing method that Tarpaulin Enterprises uses. Three out of four (75%) of the respondents that are using Ink Jet Printer used cash on delivery method while one (25%) used Cash in advance. Two (2) respondents are using Cash in Advance in financing Heat Press. Furthermore, one (1) respondent used Cash on Delivery and three (3) respondents used Cash in Advance in financing 6ft Tarpaulin Printer. All (100%) respondents using 10ft tarpaulin printer used cash on delivery basis when they acquired the said equipment. This shows that most owners prefer Cash in Advance in financing equipment.

Table 19: Frequency for Repairs of Equipment

| Equipment | Monthly | | Quarterly | | Total | |
|------------------------|---------|-----|-----------|------|-------|------|
| | f | % | f | % | f | % |
| Ink Jet Printer | 3 | 75% | 1 | 25% | 4 | 100% |
| Heat Press Printer | 0 | 0% | 3 | 100% | 3 | 100% |
| 6ft Tarpaulin Printer | 1 | 33% | 2 | 67% | 3 | 100% |
| 10ft Tarpaulin Printer | | | 2 | 100% | 2 | 100% |

Table 19 shows the frequency for repairs of equipment/machine. For the ink jet printer, three (75%) respondents having repairs monthly and only one of them (25%) has repair for the equipment quarterly. In addition, all respondents having their heat press printer repairs quarterly. Furthermore, one (33%) of the respondents having 6ft tarpaulin printer having repair monthly and two (67%) of them goes repair the equipment quarterly. All respondents having 10ft tarpaulin printer goes quarterly for the repair of their equipment.

Table 20: Number of Defective or Spoiled Output Per Month

| Average Spoiled and Defective Output Per Month | f | Percentage |
|------------------------------------------------|----------|-------------|
| 1-5 | 1 | 20% |
| 6-10 | 0 | 0 |
| 11-15 | 2 | 40% |
| 16-20 | 1 | 20% |
| 20-Above | 1 | 20% |
| Total | 5 | 100% |

This table shows the number of average and spoiled defective output per month. Twenty percent (20%) has 1-5 defective units, 40% have 11-15 pieces and both 20% have in 16-20 and 20 above pieces of defective units per month. It indicated that majority of the respondents which is 40% of defective output/product produced per month is 11-15 pieces which is not good in their industry.

Table 21: Waste Disposal Management

| Waste Disposal Management | f | Percentage |
|-----------------------------|----------|-------------|
| Own disposal method | 2 | 40% |
| Private collector | 1 | 20% |
| Municipal Garbage Collector | 2 | 40% |
| Others | 0 | 0 |
| Total | 5 | 100% |

This table shows the waste disposal management of the owners. Forty percent (40%) of them have their own waste disposal method and collected by garbage collector. Twenty percent (20%) of them have private collector. This indicates that forty percent (40%) of the Tarpaulin Printing Advertising Business in Gapan City have their own waste disposal method which is enough to prove that the respondents were knowledgeable on how to contribute to the Clean and Green Program.

Problems Encountered

| Internal Problems Encountered | Weighted Mean | Verbal Interpretations |
|---------------------------------------------|---------------|------------------------|
| 1) Lack of funds | 2.60 | Often |
| 2) Lack of upgraded equipment and machines | 2.60 | Often |
| 3) Lack of Management expertise | 1.60 | Rarely |
| 4) Values and attitude of the workers | 1.40 | Never |
| 5) Lack of operational planning | 1.60 | Rarely |
| 6) Limited inventories of supplies | 2.80 | Often |
| 7) Small operation | 3.60 | Most of the Times |
| 8) Lack of trained workers | 2.80 | Often |
| 9) High rate of defective or spoiled output | 2.80 | Often |
| 10) Waste disposal and management | 1.80 | Rarely |

Table 22 shows the internal problems encountered by Tarpaulin Printing Advertising Services in Gapan City, Nueva Ecija. The respondents often encounters lack of funds, lack of upgraded equipments and machines, limited inventories of supplies as well as lack of trained workers and high rate of defective or spoiled output. Most of the time, they encounter small operation which may be the reason of having a low profit. Furthermore, they rarely encountered lack of management system, lack of operational planning, and waste disposal and management. They never encountered problems about the values and attitudes of the workers.

The results shows that tarpaulin printing advertising services often encounter internal problems such as lack of funds, lack of upgraded equipments and machines, limited inventories of supplies, lack of trained workers and high rate of defective or spoiled output.

4. Conclusion

Based on the findings of the study, the researchers were able to arrive to the following conclusion. Most of the owners of tarpaulin printing advertising services are 37-56 years old, male, married, and high school/Bachelor's Degree graduate. This means that education highly participate to the proper management of the enterprise. Having a background especially on such machines can be more helpful in managing the business. As to the profile of the enterprises mostly are operating for more than six years, can be classified as micro enterprises, and employing four to six employees during peak season and less than three workers during off season. This means that most of the respondents enable to operate the business even in a peak or off season in just limited number of employees. Those respondents obtain its image in more than six years and continuing to maintain and improve its quality service to provide satisfaction to its consumers. Most of the owners, get their raw materials in Metro Manila. The respondents obtain its tarpaulins and inks once or twice a month. Most equipment/ machines went to repair monthly or quarterly. 11-15 pieces are the defective output/product produced per month and they have their own disposal method and collected by the garbage collector. The most commonly used tools is Ink Jet Printer. This means that they can handle its waste in a proper way that wouldn't harm the environment. Also, they wanted to avoid unnecessary errors or failures in the operation so their machines went to repair monthly or quarterly. However, most of the business encounter their own internal and external problems. In the assessment of the problems encountered by the respondents in internal and external environment, lack of funds, lack of upgraded equipment and machines, limited inventories of supplies, lack of trained workers and high rate of defective or spoiled output are often encountered in the internal environment and always encounter high level of competition, power interruptions and lack of any trade unions or organization in the industry in the external environment.

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