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ABSTRACTS

Internet Marketing: An Entry Mode of Internationalization

João Pedro Couto, Maria Teresa Borges Tiago, Flávio Tiago, and José Cabral Vieira

The main goal of this study is to analyze the potential of the internet as an internationalization mode and factors that influence the adoption of this mode to access foreign markets. For this purpose, a conceptual framework of Technological-Organizational-Environmental model (TOE) was developed. The model incorporates previous experience of using internet and internationalization as determinants, and the model variables as mediators to explain Internet international sales.

Multinational Corporations Knowledge Transfer in Marketing and Strategic Positioning: A Study of Brazilian Subsidiaries

Thelma Rocha and José Cláudio Terra

This study investigates the mechanisms of knowledge transfer in marketing and their relationship to the strategic positioning of the subsidiaries (i.e. global integration and local responsiveness) using a sample of 104 subsidiaries of multinational corporations operating in Brazil. A positive correlation between the level of global integration and the intensity of knowledge transfer was statistically confirmed and the main mechanisms of knowledge transfer were also revealed. Some widely accepted theories about knowledge transfer in MNCs were empirically confirmed.

Marketing of Executive Education Programs in Universities in China

Ning Rong LIU

There has been little academic study concerning the marketing of higher education in China. This paper examines the emergence of a marketing approach in university's executive education sector with specific reference to the experience of three higher education institutions in China. The global trend of commercialisation of higher education and its impact on Chinese universities are reviewed and the approaches in which targeted students/customers' needs are considered in program development are also evaluated. The pros and cons of marketing executive and professional education through educational agents are examined. This paper also appraised the strategy of integrated marketing communication in promoting executive education in Chinese universities.

Drivers of Customer Loyalty in the Banking Industry: An Investigation of Banking Customers in Brazil

Sandra Holanda, Arnaldo Coelho and Manuela Vivaldo Santos Silva

Based on a data collection of 229 bank customers (micro, small and medium companies) from the Northeast of Brazil, the study investigated the main drivers of customer loyalty in the banking industry. The investigation utilized neural network modelling in evaluating loyalty. The results highlight the role of the relationship quality on customer's loyalty. Emotions, in its positive side, appeared to have a small impact on loyalty. This study stresses the importance of the intangible dimensions in the relationship between customers and suppliers, which are not easily duplicated by competitors.