

Integrating Policies, Practices and E-Marketing Examination on Customer Satisfaction Capability for Scholarly Publishing in Malaysian Public Universities

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Abstract—Due to its depleting importance, scholarly publishing grew unpopular in a weak market where business is done in a conventional way. University Press uses e-marketing to promote academic publication. As a widely accepted strategy, e-marketing has been used by many organizations around the world to market their daily businesses. Various studies have shown e-marketing strategy is capable of providing a platform for the business enterprise. The research design uses quantitative methods which data was drawn from questionnaires responded by 142 respondents from 15 public universities in Malaysia. The data were analyzed based on descriptive and inferential statistical analysis using four types of statistical analysis method: the factor analysis, descriptive analysis, Pearson correlation test and multiple regression analysis. The results of the study suggested that publication policies and practices, as well as e-marketing, are the main contributors towards the performance of scholarly publishing in public universities.

Index Terms— e-Marketing, 4P, Customer Satisfaction, Scholarly Publishing

I. INTRODUCTION

A publication system to produce and disseminate knowledge that contributed

to the improved quality of life is referred to as scholarly publishing [1]. The system helps academics to document teaching materials as part of formal learning approach. Also, scholarly publications expand findings and research results to the readers' community, and for the betterment of the society [2]. Scholarly publishing (SP) is one of the biggest contributors to the efforts to stimulate and enhance the nation's intellectual [3]. In fact, it is a critical component of the national reading materials publication.

In general, the publications of scholarly materials are based on the research materials and scholarly thinking. Among the scholarly publications are theses, journals, monographs, translation papers, and editorial papers. These require quality control by appointed independent assessors [4]. Scholarly publishing is often given priority to the institutions whose cores are high-value researches driven by two biggest fields of knowledge, science and technology, and social sciences. The publishing process undergoes a long and detailed process to ensure its quality and credibility [5].

Scholarly publishing is entirely different on the contents and anatomy aspects as compared to other types of publication of general reading materials. Lighter materials such as popular books, school textbooks, children reading books, magazines, and novels stand on their own and are not considered as SP.

The books published for particular readers in the academia such as college students, lecturers and practitioners [4]. Scholarly publishing is a

mandatory element for each university where it is managed by the University Press (UP). Today, SP activities is dominated by publishers or publishing departments of government agencies who related to Malaysia Scholarly Publishing Council (MAPIM). The body has at most 27 institutional and agency memberships [5] of which 20 are from public universities, and the remaining are from government agencies.

II. BACKGROUND

Scholarly publication persistently faced with challenges, although it increased from year to year. The primary difficulty for newly established universities is how to market their products with readily available UP successfully. Apart from being involved in improving the organizational structure of management, teaching, and learning, UP asserted universities must balance the production in the matters of learning and academic writing to maintaining their performance. Few UP agencies can compete in the market especially the newer UP.

Hamed Adnan, [2] agreed there are deviations among the products generated by a newly established UP and those from other UP. Most of the issues are focused on product strategy, price determination, promotion, and place of product distribution carried out by UP. Issues on e-marketing have been broadly discussed in many areas, but there are only a few studies on the impact of e-marketing in promoting the SP. Consequently, an investigation aimed at examining the impact of e-marketing usage on customer satisfaction in UPs was conducted. An investigation was embarked to analyze the connection between business profitability and e-marketing usage, to establish internal and external factors that influenced e-marketing usage in the publication sector.

Accordingly, the study seeks to identify policies and procedures that have impact and influence on customer satisfaction which will raise the performance of UP and recognize e-marketing as a motivating agent in promoting clientele contentment thus reinforcing the credibility of UP.

III. CONCEPTUAL MODELS AND HYPOTHESES

The business of book publications with scholarly books, in particular, showed that the theories of McCarthy [6] and Mix Marketing by Kotler [7] were deemed as the most appropriate marketing theories to be used and applied. McCarthy puts the product, price, place, and promotion as the marketing elements to be addressed and adequately controlled by the publishers [5]. A successful product or service in the market is a best-produced item that is priced right and distributed widely and efficiently through effective promotion [1]. But before a publisher decides on the proper strategy to be used, McCarthy suggests for them to consider several other factors that were defined as factors beyond the control of publishers such as national laws, current economic environment, political, social and cultural conditions, and international trade environment. These are important to be taken into consideration.

The 4P is the primary element in e-Marketing. It is also the central feature that needs to be designed and managed by marketers in producing value in exchange for maximum satisfaction. These four elements are product, price, promotion, and place of distribution. The 4P elements are highly impactful in attracting customers to use the goods and services on a short term or long term basis [6]. It also increases the relationship between seller and user, [8].

The 4P encompasses a wide area whereby there are lots of studies showing that 4P have significant relationship amongst the dimension of mix marketing strategy [1]. Thus, it is clear that the mix marketing elements that are consisted of 4P are still applicable even in today's environment. The most important thing is to emphasize 4P to formulate effective strategies that would attract customers to use the products and services either in short or long term basis.

Though some conditions need to abide, e-marketing provides better opportunities. Thus, a set of policies and procedures is necessary to govern the use of the internet [9]. Nevertheless, some issues prevent the use of e-marketing especially when it comes to safety. The policies shall be more efficient should they are relevant,

accessible and understandable to all users who wish to implement in their organizations. Policies and procedures require commitment from the management, procedural assistance, and technical framework support to be applied accurately. Overall, it is concluded that policies and procedures should focus on issues referring to (1) the aspects of secured site and transaction, (2) technology being used, (3) the liability held by customers if their credit card number is stolen, and there are security breaches [10]. There are some changes in McCarthy theory which bring forth a new hypothesis on the current research. The hypotheses in this research are translated into the graphical model as shown in Fig. 1.

TABLE I. THE THEORY MCCARTHY AND PROPOSED EXPANSION

McCarthy Theory	Measurement	Sources
E-marketing i. Product ii. Price iii. Place iv. Promotion	Technology is seen as changing the option. The choice to modify the market is considered as the marketing of books not only on the number of sales but also marketing based on information and experiences.	Kotler, [7]
	E-marketing is used for corporate communication channel by displaying services offered (editorial facilities, graphic and design, and production) in the effort to build, sustain and preserve its reputation.	Leeman, [8].
	Innovative and creative marketing strategy is necessary, even promotion via online or Internet is seen as an effective strategy in marketing scholarly publication.	Lingard, [11].

Proposed framework for the investigation		
Policies and procedures	Regulation on policies and procedures in e-marketing has increased the efficiency of the business process as personnel is evident on the business objectives and procedures.	Leung & Law [12].
	Policies are intended to include protection on all types of electronic information to guarantee the safety of the information and availability to all authorized consumers.	Brodie, Winklhofer & Johnston [13].
	Policies are intended to include protection on all types of electronic information to guarantee the safety of the information and availability to all authorized consumers	Arasu & Viswanathan, [14].

Source: researchers' collation

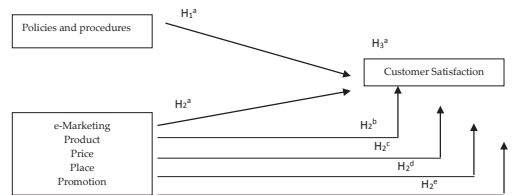


Fig. 1. Hypothesized model.

A. Factors Affecting Policies and Procedures of e-Marketing Usage

Several factors has influenced the use of e-Marketing and its policies and procedures in gaining organizational profitability. Those factors are described further below:

1) Policies and Procedures of Usage

The policies and procedures are an additional element to the 4P that the researcher refers to on the issue of businesses which varies on the security issue. It becomes the main problem that evades the execution of e-marketing. The solution is to deliver legal policies and procedures [10]. The policies and procedures include regulations that are to be read and follow. The policy clarified to all users of their

responsibilities in protecting its assets [11]. This policy is relevant to users who used it in order to solicit business deals. Beside security issues, the existence of policies and procedures will increase productivity, clinch business deals and company can achieve its objectives [5]. The following hypothesis was formulated: H1a where policies and procedures affect customer satisfaction.

2) Perceived Benefits and e-Marketing Usage

Sangeetha, [15] indicated that one of the factors that can affect the adoption of the Internet is the perceived advantages of using such technology. Parminder, Ashutosh, and Karamjeet [13] mentioned that adoption of e-marketing is primarily based on perceived benefits. Perceived benefits can be in the right forms, such as cost savings, increase in sales volume and the number of new customers. In addition, indirect traits such as convenience and the buildup of customer loyalty should also be considered. In this investigation, the perceived benefits that were considered are the capacity of the Internet to reach worldwide markets and increase in sales volume as well as the aspect of convenience. H2a states that: e-marketing has relationships in affecting customer satisfaction.

3) Product and e-Marketing Usage

The essence of the "product" element in e-marketing matches partly to the substance of the traditional element concept. By creating additional opportunities for the development of electronic distribution channels, the virtual environment promotes the production of commodities and consumer goods that are to a greater or lesser extent in demand among online consumers [1]. The feature of the range of electronic sellers is a possibility to develop the commodity groups of electronic products and services. These are unique products that do not have materialized form. The example in the publication sector can be measured by some elements such as the number of permanent employees and the type of book publication [14]. It can, therefore, be derived that size (as measured by the number type of book publication) has a significant influence on e-marketing usage of

publication. Therefore, H2b is product element contained in e-marketing has a relationship in affecting customer satisfaction usage in the Ups.

4) Price and e-Marketing Usage

Website function as a provider of price catalog of various products offered. Business through e-marketing is seen as a good prospect for online business and brand awareness. It is an advantage of the referred costs in consideration of the expenses of making the business with the time consumed and opportunity gained. Although the cost estimates are lower than its competitors, customers have the option to compare all offers before deciding [16]. E-marketing aids companies to determine and announce prices with the possibility of negotiating better agreements. An organization can fit its prices according to clients' responses, market environment, and customers' requests while providing current data for all. Therefore, H2c is price element contained in e-marketing has a relationship in affecting customer satisfaction usage in the Ups.

5) e-Marketing Usage and Technological Competence (Promotion)

Othman [16] suggests that technologies in e-marketing can adapt choices. They alternate options between various markets while specifying the number of sales procured. Moreover, they accomplish trading according to information and experiences. Advertising in e-marketing is widely merited for collating mixed media that used paid presentation based on time and space [2]. In fact, the advancement of Information Technology and modern communications technology revealed the competitiveness in all sectors especially business matters concerning the selling of books [17]. The following hypothesis was formulated. H2d is promotion element contained in e-marketing has a relationship in affecting customer satisfaction usage in the Ups.

6) Place and e-Marketing Usage (Place)

Website are used as distribution channels in e-marketing business where buyers' requests are processed. Website provide a user-friendly

function to do business [18]. The accessibility of shopping guide online, customer’s quick responses via emails and secure payment methods are the important criteria in getting customers’ attention to browse and shop online [4]. This interactive function open the doors for companies to educate users on benefits of its product directly and get fast results. It becomes a requirement when managing trade in this growing global market [18]. H2e is place element contained in e-marketing has a relationship in affecting customer satisfaction usage in the UPs.

B. E-Marketing, Policies and Procedures Usage and Customer

It remains unilateral that the overall objective of using e-marketing is to maximize profit. Kiyani et.al [18]. Indicated that firms use e-marketing are more likely to assess their innovations as having high positive impacts on companies’ performance than those who do not make use of e-commerce. However, as previously mentioned, few type of researches are done at this stage on the extent to which e-marketing influence customer satisfaction in the publication sector. Thus to establish this, the following hypothesis was tested; e-marketing, policies and procedures capability is positively related to customer relationship performance (H3a).

	Customers become more satisfied and stay with a particular firm, higher market share can be gained and lower costs incurred by encouraging customer repeating purchase behavior and lower levels of customer complaints	Kim & Jae, [22].
	Customer-oriented information technology systems enable firms to gather market information and adjust strategy more when market-related uncertainty is high than when markets are stable.	Hogan et al., [23].
	Environmental turbulence, viewed as the unpredictability of market activities, positively influences the level of utilization of new business technology, specifically CRM, within a firm	Iddris & Ibrahim [24].

Source: researchers’ collation

As stated earlier, e-marketing capability represents a firm's competence in using the Internet and other information technologies to facilitate productive interactions with customers. These interactions provide clients with access to company’s resources and information while simultaneously providing the business with information about its clients. E-marketing technologies extend beyond Internet-based advertising and communications. It includes technologies supporting several marketing functions including customer relationship management, sales activities, customer support, marketing research, and planning [25], consistent with Brodie et al.'s [13]. E-marketing has the potential to create value by providing a close connection to a company's business processes; e-marketing gives customers direct access to firm’s resources. One example of e-marketing that connects customers to a company's business process is found when a firm provides customized support extranets for its clients.

TABLE II. VARIABLES USED IN THE STUDY

E-marketing capability is positively related to customer relationship performance.	Arguments	Sources
	Matrix such as customer satisfaction and loyalty are viewed as critical predictors of future sales growth and other performance measures	Ahearne et al.[20].
	High levels of customer satisfaction and retention can lead to increased revenues via cross-selling and positive word-of-mouth communications which also contributes to firm profitability	Szymanski & Henard, [21].

Typically, these extranets give customers access to important support knowledge bases, product documentation, and electronic communications with engineers. In this regard, customers become firmly integrated with the company's product development lifecycle leading to much greater customer-company interaction and information sharing. The extranet technology provides customers with a direct interface to company's resources. Also, it provides product management rich of information regarding customer demands and product usage while managing the product. This form of information sharing helps develop and maintain strong customer relationships [26]. E-marketing creates value by enabling employees to improve their focus on the client. It is achievable by synchronizing activities and information throughout the organization. Valuable, outside-in information can be integrated with other customer records to improve overall sales productivity and organizational efficiency [22].

Customer satisfaction is defined as client's overall evaluation of the performance of an offering to date. This overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories [27]. As an overall evaluation that is built up over time, satisfaction typically mediates the effects of product quality, service quality, and price or payment equity on loyalty. It also contains a significant affective component, which is created through repeated product or service usage [15].

In a service context, overall satisfaction is similar to overall evaluations of service quality. Customer satisfaction in e-marketing refers to marketer's ability to market products directly to individuals, by creating links between buyers and buyer-oriented buyers or controlled by consumers. Customers now have the capacity to control prices more systematically than traditional ones [28].

The e-marketing capabilities represent the company's ability to apply e-marketing and technology information to facilitate customer interaction. In line with the definition of e-marketing, technology is not just an Internet-based communication, but it also involves

technologies that support multiple marketing functions including customer relationship management, activity sales, support clients, research, and planning markets [12].

IV. METHODOLOGY

A. Data Collection and Analysis Procedures

The research design uses quantitative methods. The quantitative data was drawn from questionnaires responded by 142 staffs from the Management and Professional Group within the implementing group from 15 public university press Malaysia. The quantitative data were analyzed based on descriptive and inferential statistical analysis using two types of statistical analysis method: the Pearson correlation test and multiple regression analysis. In this study, the response was greater than 70%, which is acceptable for a self-administered questionnaire [29]. The replies to the survey were then coded, to sort data into categories [30]. Microsoft Office Excel 2007, descriptive statistics under the Social Statistical Package for Social Sciences (SPSS18) and inferential statistical methods such as Correlation Pearson test and regression analysis test were used for final analysis. Using the Pearson Correlation, Pearson Test and regression analysis test enable researchers to determine communication competency between two variables and coefficient correlation index.

This research looks at the determinant linking independent variables which refers to product, price, promotion, place and also the policies and procedures with the dependent variable that is the performance of e-marketing. Meanwhile, regression analysis test is used to measure the cause of several independent variables to a single dependent variable. This research studies the connection between policies and procedures with the performance of e-marketing. This analysis is able to identify independent variable in e-marketing which has a significant relation to the aspect of the performance gained. Analysis of Variance (ANOVA) is used unidirectional in this research because it identifies one independent variable which is the policies and procedures as well as e-marketing.

V. RESULTS

The results showed that the correlation between independent and dependent variables had a value of less than 0.90. It indicates that the data of this study was independent of collinearity [29]. The correlation coefficient analysis for this study was referred to the Guildford rule and the Alias Baba study. The value was 0.4 and above. Its strength is the medium and the high [30]. The significant value of this study was at the significance level of $p < 0.01$ ($p = 0.000$). Therefore, the analysis showed that there was an important relationship. It indicates that the higher the policy factor score and the publishing practices as well as the e-marketing, the higher the customer satisfaction in university publishers.

TABLE III. CORRELATIONS

Correlations		Result
Product	Price	Correlation Coefficient for the collaboration of product and price variables are impressive at .650 to 1.00. It is based on the Pearson Correlation rating (r) = .650 and critical level (p) = .002 signifying product and price variables have positive correlation weightage of .650 and variance score for the variable of 42.3% ($0.650 \times 650 \times 100$).
	Promotion	Correlation Coefficient for the collaboration of product and promotion variables are massive at .678 to 1.00 according to Pearson Correlation rating (r) = 0.678 and critical level (p) = 0.001. It proves that product and promotion variables have positive correlation weightage of 0.678 and the variance rating for a variable is 46.0% ($(0.678 \times 678) \times 100$). There is marked statistical relation between product and promotion.

	Policies & procedures	Correlation Coefficient for the collaboration of product with legal policies and procedures variables are prodigious that is .661 to 1.00. It is according to Pearson correlation rating (r) = .661 and critical level (p) = .002. It verifies that product with legislative and its procedures variables have positive correlation weightage of .661 and the variance rating for a variable is 43.7% ($(0.661 \times 661) \times 100$). There is a marked statistical relation between product with policies and procedures
	Customer satisfaction	Correlation Coefficient for the collaboration of product and customer satisfaction is extensive that is .613 to 1.00 according to Pearson correlation rating (r) = .613 and critical level (p) = .004. It proves that product and customer satisfaction variables have positive correlation weightage of .613 and variance rating for the variable of 37.6% ($(.613 \times 613) \times 100$). There is a significant statistical link between product and customer satisfaction.
Price	Promotion	Correlation Coefficient for the collaboration of price and promotion are outstanding at .587 to 1.00 according to Pearson correlation (r) = .587 and critical level (p) = .007. This shows both price and promotion variables have a positive correlation weightage of .587 and variance rating for the variable of 34.5% ($(.587 \times 587) \times 100$). There is a significant statistical congruence for both price and promotion.

	Place	Correlation Coefficient for the collaboration of price and place variables are favorable at .585 to 1.00 according to Pearson correlation rating (r) =.585 and critical level (p) =.007. It justifies that price and place variables have a positive correlation weightage at .587 and variance rating for a variable is 34.2% ((.585x585)x100). There is a significant statistical connection between price and place.
	Policies & procedures	Correlation Coefficient for the collaboration of price with legal policies and procedures are profound at .538 to 1.00 according to Pearson correlation rating (r) = .538 and critical level (p) =.014. It manifests price with legislative and its procedures variables have a positive correlation weightage of .538 and the variance for the variable at 28.9% ((.538x538) x100).There is a marked statistical cohesion between price with policies and procedures.
	Customer satisfaction	Correlation Coefficient for the collaboration of price and customer satisfaction variables are favorable at .534 to 1.00 according to Pearson correlation rating (r) = .534 and critical level (p)=.015. It indicates positive correlation weightage at .534 and the variance rating for the variable at 28.5% ((.534x534)x100). There is a significant statistical connection between price and customer satisfaction.

Promotion	Place	Correlation Coefficient for the collaboration of promotion and place variables are immense at .655 to 1.00 according to Pearson correlation rating (r) = .655 and critical level (p) =.007. It explains the promotion and place variables have positive correlation weightage of .655 and the variance rating for the variable of 42.9% ((.655x.655)x100). There is a marked statistical link between promotion and place.
	Policies & procedures	Correlation Coefficient for the collaboration of promotion with legal policies and procedures are prominent at .807 to 1.00 according to Pearson correlation rating (r) = .807 and critical level (p) =.000. It depicts promotion with legal policies, and procedures have a positive correlation weightage of .807 and the variance rating for the variable of 65.7% ((.807x.807) x100). There is a significant statistical connection between promotion with policies and procedures.
	Customer satisfaction	Correlation Coefficient for the collaboration of promotion and customer satisfaction variables are extensive at .812 to 1.00 according to Pearson correlation rating (r) = .812 and critical level (p) =.000. It proves that both promotion and customer satisfaction variables have a positive correlation weightage of .812 and variance rating for variables of 65.9% ((812x812) x100). There is a marked statistical connection between promotion and customer satisfaction.

Place	Policies & procedures	Correlation Coefficient for the collaboration of place with legal policies and procedures variables are massive at .672 to 1.00 according to Pearson correlation rating (r) = .672 and critical level (p) =.001. It shows both places with legal policies and procedures have a positive correlation weightage of .672 and variance rating for the variable of 45.2% ((.672x.672) x100). There is a marked statistical link between a place with policies and procedures.
	Customer satisfaction	Correlation Coefficient for the collaboration of place and customer satisfaction variables are tremendous at .698 to 1.00 according to Pearson correlation rating (r) = .698 and critical level (p) =.001. It proves that place and customer satisfaction variables have positive correlation weightage of .698 and variance rating for the variable as 48.7% ((.698x.698) x100). There is a significant statistical link between place and customer satisfaction.
Policies & procedures	Customer satisfaction	Correlation Coefficient for the collaboration of policies and procedures with customer satisfaction variables are outstanding at .817 to 1.00 according to Pearson correlation rating (r) = .817 and critical level (p) =.000. It verifies that legal policies and procedures with customer satisfaction have positive correlation weightage of .817 and variance for a variable rating of 66.7% ((.817x.817) x100). There is a significant statistical connection between legal policies and procedures with customer satisfaction.

Source: researchers' collation

However, TABLE IV shows results from the application of Multiple Linear Regressive Analysis Test.

TABLE IV. SUMMARY OF THE PROPOSED MODEL

Model Summary				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.712 ^a	.507	.504	.40869

Source: researchers' collation

TABLE V. RESULTS OF REGRESSION ANALYSIS TEST

Model 1	Standardised coefficients	Sig.
Policies and procedures	0.667	0.123
Product	0.661	0.002
Price	0.538	0.014*
Promotion	0.807	0.000**
Place	0.672	0.001
Customer satisfaction	0.712	0.000

Source: researchers' collation

***Significant at 1%. Dependent variable: e- marketing usage

**Significant at 5%

*Significant at 10%

TABLE IV and TABLE V indicated the hypothesis findings which provide clarification on the elements that influence e-marketing like the product, promotion, and place with the presence of additional factors like policies and procedures, which can affect customer satisfaction to elevate the credibility of UP' standing. These can be seen in hypotheses H2a, H2b, H2d, and H2e, which fully supported this research. In fact, the four financial measures has rated business profitability. These are Return on Equity, operating cost, sales volume, and profit margin. Proposition 3 (H3a) "e-marketing, policies, and procedures capability is positively related to customer relationship performance" was analyzed using the above mentioned four measures of profitability. Therefore, the rejection or acceptance of this hypothesis is based on the results of the four preceding hypotheses tests. In other words, the relationship between e-marketing usage and each profitability measure was tested. It was found that all the three profitability measures except operating cost were positively influenced by internet marketing usage (TABLE VI and TABLE VII). Therefore, the outcomes support the hypothesis.

TABLE VI. THE REGRESSION RESULTS FOR THE INFLUENCE OF E-MARKETING.

Model1	Standardised coefficient	Sig
(Constant)	.129	.000
e-Marketing		.000

Dependent variable: Customer Satisfaction

TABLE VII. POLICIES AND PROCEDURES ON CUSTOMER SATISFACTION.

Model1	Standardised coefficient	Sig
(Constant)	.522	.000
Policies and procedures		.000

Dependent variable: Customer Satisfaction

Source: researchers' collation

The results offer significant contributions to the publication sector, not only regarding the potential benefits of e-marketing usage but also advanced knowledge in the application of the theory of McCarthy in the publishing industry. The results suggested that e-marketing usage appears to be determined by both e-marketing with policies and procedures (see Table III and TABLE IV). The findings are consistent with prior studies [27]. The results has illustrated that e-marketing experience significantly moderates the relationship between e-marketing usage and customer satisfaction ([31] and [32]). Consistent with prior studies [1], these findings has demonstrated that e-marketing usage significantly influences customer satisfaction.

IV. CONCLUSION

Firms that use e-marketing can reach global markets without geographic boundaries, obtaining feedback from customers as well as examining market and performance feedback. It in turns help businesses to evaluate their performance. Therefore, this research concludes that e-marketing provides better customer satisfaction, increased sales and profitability to organization. However, for e-marketing to be successful in Malaysia, consumers must be made to understand the various benefits e-marketing can bring and thus enhancing customer satisfaction. Efforts must be stepped up to educate and promote e-marketing among people and businesses. In particular, the issue of payment security must be addressed

to allay consumers' fears and to encourage customers' online purchases.

This study considered the pre-and-post adoption issues of e-marketing, which helps to explain why some businesses are not fully utilizing e-marketing and why the impact of e-marketing on business profitability varies from business to business. The McCarthy theory is useful in appreciating e-marketing success. It implies that e-marketing can only contribute to the performance of business if properly integrated with other complementary business resources. Hence, the results of this study agree with the concept of the McCarthy theory. The results of this study are not only beneficial to the publishing industry but also other service based industries that have intentions to engage in e-marketing. In this hyper-competitive world, it is imperative that firms should react fast to the changing business environment.

It is concluded that studies on the relationship of policies and practices, and e-marketing on employees' performance and organizational profitability are vital to be conducted to increase the awareness of staff and top management on the role of policies and practices as well as e-marketing. The existing publication policies and practices of all university press need to emphasize the aspects of publishing, marketing and sales regardless of whether they are conventional, online or involved the application of e-marketing. The policies should include employees and end users' policies and practices that engage customers.

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