

## Editorial Note

# Marketing Intelligence, Project Management, Financial and Economic Implications

Selvarasu A.<sup>#</sup> José António Filipe<sup>\*</sup>

<sup>#</sup>*Professor, Department of Business Administration, Annamalai University  
Annamalai Nagar. Chidambaram, Tamilnadu, India.*

[Selvarasu.a.03989@annamalaiuniversity.ac.in](mailto:Selvarasu.a.03989@annamalaiuniversity.ac.in)

<sup>\*</sup>*Instituto Universitário de Lisboa (ISCTE-IUL), BRU-IUL, ISTAR-IUL, Lisboa, Portugal*

[jose.filipe@iscte.pt](mailto:jose.filipe@iscte.pt)

This number of the IJLTFES – International Journal of Latest Trends in Finance and Economic Science is dedicated to the knowledge of Marketing intelligence, project management, finance and economic implications of services. The discussion involving these subjects comprises several authors who have contributed to this number of the Journal with their work and to whom the Editors would like to thank for their participation. After this recognition, it is suitable to thank also to all reviewers for their contributions for the improvement of the Journal's issue.

*Market intelligence* is about to ensure market opportunities and market development with explorative, descriptive information and testing of facts in markets. The accurate and confident decision-making is possible with market intelligence in determining a strategy. There are two strategies viz., internal marketing and service design strategies that have been covered in this issue. Project management is the application of knowledge, skills, tools and techniques to project activities to meet the project requirements. The case of ecotourism project has been included considering the innovative tourism service packages. The finance has been focused on banking services on risk taking and customer service involving the economic implications.

This thematic issue covers two papers on market intelligence, one paper on project management and testing, one paper on financial risk tolerance and the other on finance and its economic implications. All these three areas have been covered with the focused theme of the issue. The strength of this issue lies on the market intelligence and its economic implications. Also, a book

review on *Mobile marketing channel* (online consumer behaviour) is included as part of the thematic issue on market intelligence.

The first paper on market intelligence of internal marketing mix (IM) and on involvement mix in comparison with Giant Metaphor (GM) mix was a new focus of this area. Internal Marketing (IM) (Berry, 1976, 1981) campaign fulfils the need of internal customer's satisfaction. The use of projective technique, research in the area of internal Marketing influencers such as vision, development, reward, empowerment and internal communication adds market intelligence.

The matching of components of IM Mix with the giant metaphor mix such as the balance, journey, transformation, connection, container, resources and control was a maiden attempt of the study. The internal marketing mix with the adoption of a combined scale developed by Waddah Ismail and Nooraini Mohamad Sheriff (2015) using Money and Foreman (1995), Hartline and Ferrell (1996), Ellinger et al. (2007) and Hon and Grunigs (1999) captures the attention of readers. The internal customer Tier-I, Tier-II and Tier-III has been explained with differentiated value proposition on the shared support services, departmental partnership and organizational ownership (Krishnaswamy N. and Selvarasu A., 2013).

The second paper included the market intelligence on service design for aquarist which has been an unexplored area of study in business projects. Service design informs changes to an existing service or creation of new services. Service design involves artifacts, interface and other things including communication, environment and behaviours. Researchers (Eiglier 1979; Normann 2000;

Morelli 2002) emphasized that services come to existence at the same moment they are being provided and used.

The paper has triangulation of brainstorming, expert-depth interview, real-time observation, focused-depth interview (real-time fish exhibition) using Human Activity Modeling (HAM). The qualitative data for applying grounded theory have been processed with QSR NVivo software. The customer value constellation map covering five different unique customer values viz., planted-design, pet-companion, prosperity/evil-protection aesthetic, exotic-marine and up-gradation. The service design requirements of hobbyist, children, business person, youngsters and other segments of aquarium users were available in the paper.

The third paper on project testing and management is focused on innovation in ecotourism in the form of Estuary Mouth Tourism [EMT] and Small Island Tourism [SIT] in addition to the Mangrove Boating Tourism [MBT]. Using sixteen pictorial profiles of tourism packages combining all alternative tourism packages, the study reported based on the Conjoint analysis and SWOT analysis. Tourism considered as mass tourism or beach tourism or yet coastal tourism is one of the most common tourism types occupying 90% from recreation tourism being that a small percentage comes from eco-tourism, educational-tourism, religious tourism, third age tourism, health tourism, wine tourism, sports tourism and professional tourism (Akrivos, et al., 2014).

The fourth paper deals with the Investor profile of investors with the one of the important psychological variable financial risk tolerance using chi square test. Financial risk tolerance is the level of risk or the maximum level of volatility that an investor is willing to accept (or) absorb while taking a financial decision (MacCrimmon and Wehrung, 1986). Financial risk tolerance cluster is studied using the canonical correlation.

The final paper on the financial aspects of enhancing the customer services in banks gives special reading on the issue. The banking environment is becoming more and more competitive and banks are striving to bring about a competitive edge in their marketing efforts to surge ahead in competition. The customer has become an important source of business and profits for the banks. Banks must have the ability to surprise customers by exceeding their expectations (Al Eisawi et al (2012). Internal Process perspective in banks - a) Service Quality b) Product quality c) Product Innovation and d) Risk Management and Compliance have empirically being assessed with unique findings.

The issue ends with a review of the book "Mobile Marketing Channel (Online Consumer Behavior)", 978-3-319-31285-9 (Print) 978-3-319-31287-3 (Online), from Springer Series "Springer Briefs in Business".

Editors

José António Filipe

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Selvarasu A.

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