

THE CONCEPTUAL AND PHILOSOPHICAL RELATIONSHIP OF MARKETING AND ADVERTISING: A CRITICAL UNDERSTANDING

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ABSTRACT

Amid the changes in the economy and the development of strategic strategies, the area of advertising has grown through different periods. The purpose of the paper is to research specific publicity ways of thinking in four periods of development, deals, show, and promotion of relationships that consume begun in the manufacturing uprising and continued to go into the 3rd thousand years. Eventually, the methods of reasoning promoting would be distinguished based on rules such as basic topics, entertainers, time skyline, power emphasis, and so on, with the intention of obtaining a full view of this influence.

KEYWORDS: Holistic Marketing, Network Marketing, Postmodern Marketing, and Social Marketing

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INTRODUCTION

Presentation of an item, administration, or thought into the market is constantly trailed by the advertising exertion, the capacities, and types of which have been changing throughout the decades. To follow these progressions and outlining the current situation of craftsmanship in advertising reasoning and marketing challenges.



Figure 1: Marketing Theory Embodiment.

This examination rationale infers that the principal research objective is to survey the marketing directions as established in the advertising theory and to decide the promoting difficulties. This is the new thousand years, which could be therefore applied and tried in national (Lithuanian) and universal markets. The writer of the paper proposes the accompanying observation on the order of promoting directions, which establish the marketing theory embodiment (as shown in above Figure 1). The all-encompassing marketing idea was proposed by the scientist however it was not referenced or more extensively talked about in the Principles of Marketing, yet presented in their co-usable book on Marketing Management. Thus, it is practical to remember this new direction for the proposed model (Figure 2), as it is incorporated in any event four other sub-directions: [1]

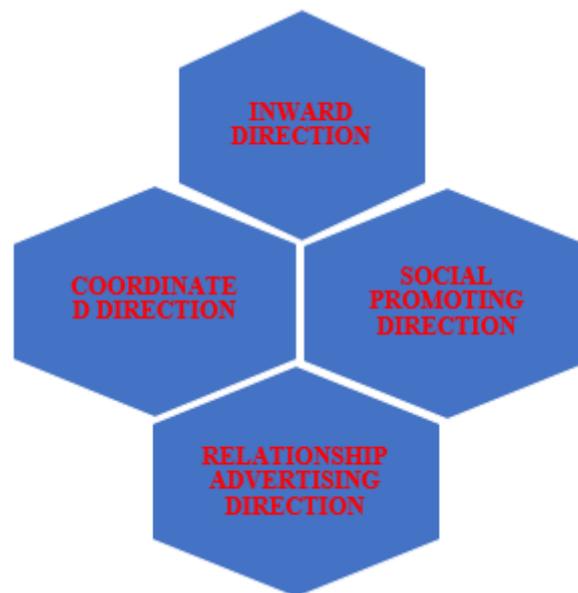


Figure 2: Proposed Direction of the Model.

Inner advertising direction will be legitimately managing a marketing department inside an association. It will straightforwardly subordinate to the senior administration level and another hierarchical office, underlining the authoritative culture and small-scale atmosphere, reasonable for viable work and achievement factors in marketing execution. Coordinated advertising direction would center towards incorporated marketing correspondences, the practical determination of promoting channels, and incorporated improvement of items and administrations inside the degree, request, and difficulties of the national and worldwide markets. Social promoting direction would concentrate on the idea of cultural marketing proposed by the specialist, where the fundamental cultural advertising triangle depends on the prosperity of the network, joining the corporate social obligation of organizations and non-benefit associations, lawful issues and ecological assurance issues, which out and out smooth out the feasible advancement of the economy and utilization designs. [1]

Relationship advertising direction would be worried about encouraging the client organization relationship with shoppers, offering esteem included items and administrations. This direction will likewise encourage the organization's accomplice organization (B2B) relationship, looking for trust and unwavering quality in accomplice determination procedure and its upkeep for the coming years. Consequently, promoting channels ought to be adequately evolved to lessen expenses and improve productivity proportions for every one of the three market members (Figure 3):

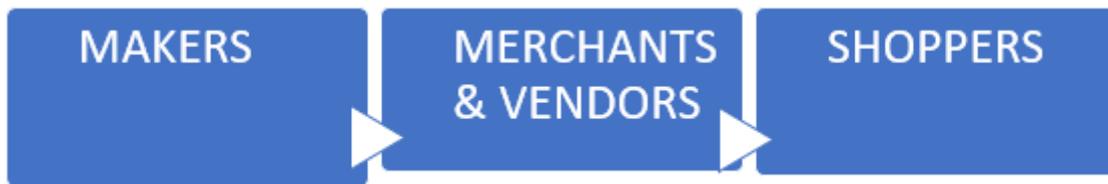


Figure 3: Business to Business Relationship Member.

The market direction is proposed to be assembled as inward and outer directions. In spite of the fact that the scientist proposed a model that distinguished the parts of market direction as:

Customer direction, which fuses clients' observations and comprehension by clients' making esteem, offering financially savvy answers to fulfill their necessities. Competitor direction accentuates one of the marketing's capacities, i.e., to look for the upper hand in the market. Contender investigation acted in different methods, Porter's powers examination, Boston network examination, and so on.), gives an organization apparatus to equitably assess contenders' capacities and results available[2].

Inter useful coordination should concentrate on the association between inside useful regions of the association which best serve client needs and fulfillment, which in different cases would compare to the relationship promoting direction[2]. The long-term center would join the thought of how the above can be supported, and monetarily practical, over the long haul. In this paper, the suggestion by the creator's impression of market direction, thusly the constituent pieces of the market direction (as shown in Figure 4) are viewed as the harmony between:

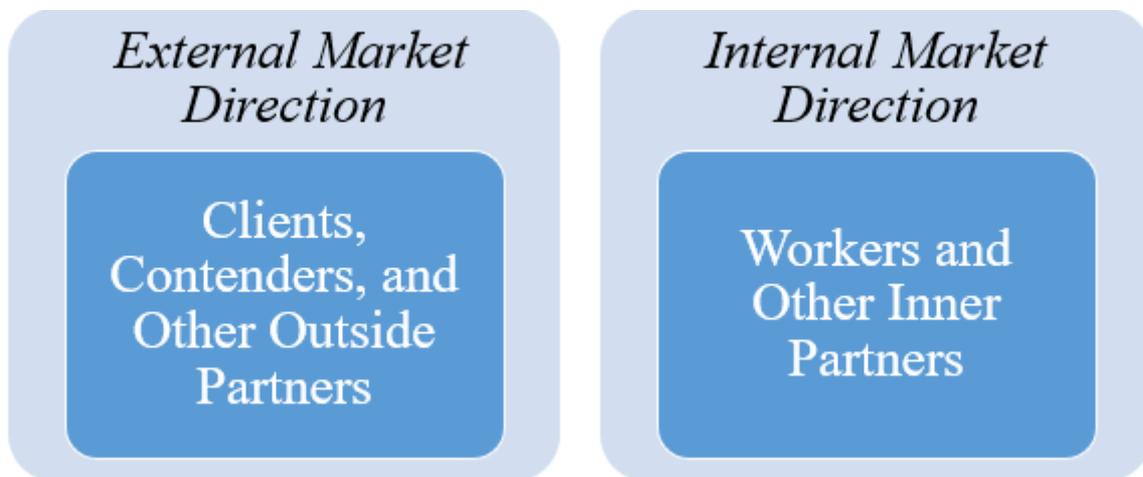


Figure 4: Market Direction.

Organizational culture whenever examined on an individual premise could be either included in showcase direction factor or in the comprehensive promoting direction, depending on how integrative the advertising reasoning is on a hierarchical level. Hierarchical culture should bolster client assistance and client relationship improvement through representative execution crystal.

The item reasoning was the predominant advertising theory before the Manufacturing Insurgency and proceeded for researcher. Since the association has incredible information and ability in making the item, the association likewise expects it comprehends what is best for the customer. This way of thinking of just depending on the association's aptitude and wants for the item didn't prompt helpless deals. In a great part of the item theory time, associations had the option to

sell the entirety of the items that they made. The achievement of the item theory time is expected for the most part to the time and level of innovation in which it was predominant. The item era was distributed through both pre-Industrial and post-Industrial revolutions. [3]

This type of model outlines the impacts of the deficiencies. Today, the gunsmith shop in the researcher, despite everything works utilizing the item theory. The arms produce single-fired rifles, making use of the invention available in the 18th century. They can only manufacture around 4 or 5 rifles per year, and charge the rupees per rifle. In any case, the significant expense doesn't prevent the interest of the firearms; their uniqueness orders a holding up rundown of three to four years[2]. At the point when large scale manufacturing methods made the manufacturing rebellion, the capacity of yield remained incredibly expanded. However, the expanded creation of merchandise didn't quickly dispense with the deficiencies from the pre-modern period. The new large-scale manufacturing procedures gave economies of scale permitting to bring down expenses of creation and comparing lower costs for products. Lower costs significantly extended the market for the merchandise, and the new creation strategies were battling to stay aware of the interest [4].

This circumstance implied that the item reasoning would work similarly also in the new mechanical condition. Purchasers despite everything shouldn't be counseled aimed at the association to vend the aforementioned items. Unique of the numerous tales around Henry Ford delineates the great case of the item reasoning being used after the Industrial Revolution. Henry Ford spearheaded large scale manufacturing strategies in the vehicle business. With the procedures, he offered vehicles at reasonable costs to the overall population. Prior to this time, vehicles were hand made, and just the well-off could manage the cost of them. The open excitedly bought all the Model T Ford that the organization could deliver [5]. Henry Ford's well-known reaction to buyer demands for further shading decisions indicates that the object idea was fit as a gear in Ford's engine business. Henry Ford, recognizing that different hues can create cost and constructing the T's, using item theory, concluded that lower cost is the better for society at large. The concept was that "you can have any shading vehicle you can, as long as it is dark."

Marketing Philosophy

The selling time has the briefest time of strength of the three ways of thinking. It started to be prevailing around ninety's and remained in across the board. The selling theory suggests that any object it makes can be marketed by an company using methods of marketing, such as advertisement and individual sales.[3], [4].That reasoning behind emergence of the selling theory was the ever-increasing number of accessible products after the industrial revolution. Associations turned out to be dynamically progressively effective underway, which expanded the volume of products. With the expanded gracefully, rivalry additionally entered creation.

The sale theory eventually prompted item deficiencies to end and surplus production. As a result of the surpluses, companies made use of ads and person offering to reduce their inventories and sell their products. The selling theory additionally empowered a piece of the association to continue concentrating on the item, by means of the item reasoning. The selling theory accepts that the power of a very much prepared and inspired deal can sell any item. In any case, more organizations started to understand that it is simpler to sell an item that the client needs than to sell an item the client doesn't need. At the point when numerous organizations started to understand this reality, the selling period offered a route to the marketing time of the advertising idea and reasoning[5].

Philosophy and Market Concept

The marketing concept and theory convey that the association should aim to fulfill the wants and desires of its clients while at the same time fulfilling the goals of the association. The most ideal approach to achieving the aims of the organization is always by discussing the desires and wishes of clients. The promoting idea's accentuation is to comprehend the clients before planning and creating an item for them. With the client's needs and needs fused into the plan and assembling of the item, deals and benefit objectives are unquestionably bound to be met. With consumer loyalty's the way into the association, the need to comprehend the client is basic. Promoting research methods have been grown only for that reason. Littler associations may hold near their clients by basically conversing with them. Bigger partnerships have set up techniques set up to stay in contact with their clients, be it customer boards, center gatherings, or outsider exploration contemplates. Whatever the strategy, the craving is to know the clients so the association cans all the more likely serve them and not dismiss their necessities and needs.

Keeping near the association's clients appears to be straightforward. In all actuality, it is anything but difficult to overlook the client's needs and needs. Some of the time the administration is so associated with the item that their wants and needs start to revenue strength, even though they have received the marketing idea. However, it is simple for directors to overlook the marketing idea and reasoning. For instance, numerous years back before there was a Subway everywhere an understudy opened a little submarine sandwich shop close to his college's grounds. The sub shop was a quick achievement. By utilizing the marketing idea, the youthful entrepreneur had perceived a neglected need in the understudy populace and started a commercial that addressed that issue. Shockingly, the section doesn't culmination now. The sub shop was effective to the point that it started to grow out of its unique area after around three years.

RESEARCH QUESTION

The author gives two answer of the below questions in the research paper:

- What are the marketing philosophies? and
- What are the merits of holistic marketing philosophy?

METHODOLOGY

Marketing Philosophies Designing

An advertising idea is in certainty the fundamental component of promoting writing. Be that as it may, it is hard to track down a scale to quantify this idea or test it observationally. All things considered, a few specialists have had a go at during late years to lead a few estimations and exact tests on advertising as market direction. While trying to operationalize promoting the idea. They established a marketing idea on three standards: (Figure 5)

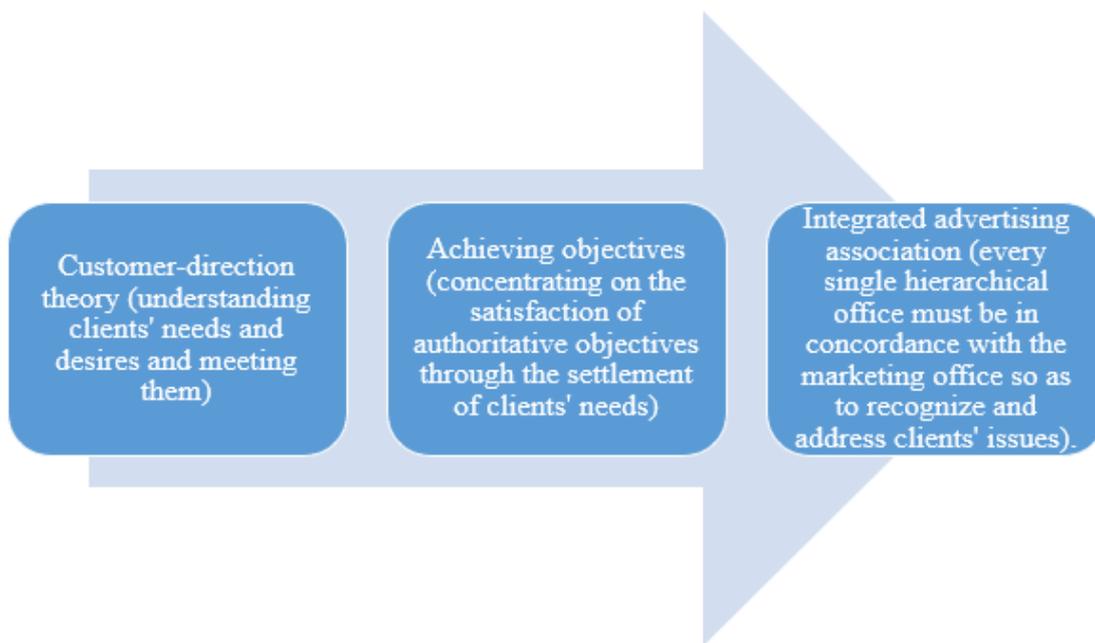


Figure 5: Marketing Idea Standards.

Based on the perspectives on the researcher, the advertising idea is the decision reasoning of the association, its reasoning and thinking methodology, and a direction for the progression of association assets and the association's vital plans. Market direction or marketing direction decides the official activities of promoting the idea. With this idea within reach, three arrangements of exercises are acted in the association as shown in Figure 6:



Figure 6: Marketing Model Arrangements.

These exercises can operationalize advertise direction. It is significant that a few analysts, for example, consolidated market direction and promoting direction reciprocally Vitrine path has been bantered as one of the key research subjects of critical ads over the past ten years. Market direction is an apparatus to use advertising ideas. The rudiments and standards of market direction lie in promoting the idea. As we have referenced, the marketing ideas are the reasoning of business the executives an advertising idea is in relationship with client direction, benefit direction, and congruity of marketing division with different offices. Despite the fact that the advertising idea has been talked about for some time in the past, its operational worth is excessively constrained as it is a way of thinking that is scarcely valuable for the board, and the requirement for its operationalization is central. This issue endured up to the development of market direction; at that point, it played the job as the manual for operationalizing marketing ideas[6], [7].

The marketing of the concept by market strategy and its use to boost business activities is helpful to operationalize. For instance, they accept that marketing direction (as shown in Figure 7) is contained three conduct parts which are:



Figure 7: Marketing Direction.

Utilizing client direction, the organization can both distinguish and meet Present consumer needs, and expect and plan to satisfy their potential needs. Path of competition pushes the company to make superior opportunity of lower cost to clients. Among departmental agreement, the critical and strategic plans are implemented and used by the necessary offices. Naiver and Slater's hypothesis of market direction demonstrated advertise arranged organizations were altogether more fruitful than organizations with no direction toward showcase [7]. They inferred that showcase direction can realize business execution upgrades. A complete conversation about marketing assessment has been given by the researcher. During the previous decade, different methodologies were proposed on various occasions. These methodologies can be isolated into four periods as (shown in Figure 8):

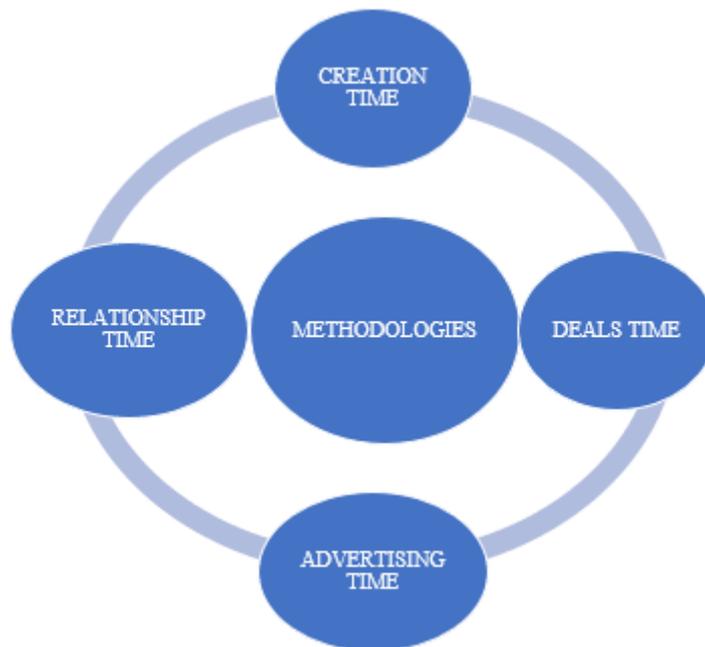


Figure 8: Methodologies Period.

The course of the current methodologies has moved to shared promoting, marketing's association with different areas, making of beneficial favorable position rather than upper hand, future creation, arriving at greatness, the formation of significant worth administration rather than consumer loyalty, balanced advertising rather than client division, making of economical associations with valuable clients, the representative (web) marketing, and foundation of the association with quick reaction to quality, costs, administrations, time, dependability, adaptability. It shows different advertising directions from the beginning of modern upheaval in the 1930s up to now (the third thousand years). It is vital here that the start of an advertising period doesn't infer the finish of the past one by any stretch of the imagination. A few organizations despite everything fuse creation direction. For instance, clearly, some Iranian organizations despite everything use creation direction after about a century.

SAMPLE & INSTRUMENT OF MARKETING CONCEPT & PHILOSOPHY

Creation Era

Creation time began from the beginning of mechanical upset and went on until the 1920s. It comprises creative reasoning and item theory each of these is discussed in the corresponding pages.

Production Philosophy

In this methodology, the occupational remained only worried about creation, development, and proficiency. As indicated by Say's law, this view is summed up as "flexibly carries through the aforementioned request". At the end of the day, when an individual makes an item, someone else needs to get it. Such a methodology picked up notoriety in a domain that experienced the shortage of creation against request; in this manner, items were sold effectively. The essential way of thinking of an item situated organization is the acquisition of accessible products by clients in light of sensible costs. In this way of thinking, the emphasis is on creation increment, costs reduction, and cost control just as to benefit through enormous deals volumes. This methodology puts clients' buy power getting looked at and the organization the executives try to create those products that can be provided to clients all the more reasonably and without any problem.

Therefore, circulation, item cost, and large-scale manufacturing to decrease costs are of high significance. Analysts accept that creative direction is valuable in two conditions. The first is the point at which a provider doesn't have a gauge of the requests for its items; in this condition, the fundamental capacity of the administration is to build a creation limit while thinking that customers are more probable slanted toward more excellent items. The subsequent condition is when creation prices are high besides efficiency upgrade esteems to be important lessen costs. Though creation time began through modern upset and proceeded to the late 1920, it is as yet used by certain organizations.

Item Philosophy

Clients search for products and ventures that are of top-notch, execution, and advancement. In this methodology, item improvement is the main goal and progressively significant that item extension and new advances. [2] The premise of this way of thinking is providing excellent items. The organizations that lay on this way of thinking for the most part center around Quality enhancement and command, and development of benefits by offering top-notch products. Attributable to money-related issues, in any case, not all clients scan for top-notch merchandise. Such a direction has brought about a biased view of trade. In view of unimportant consideration toward item designing as opposed to reacting to the genuine needs of clients and the points of interest requested by them. Clients, as a rule, need better arrangements, worse items. This is the thing that Levitt calls promoting nearsightedness. In this condition, business is seen through the viewpoint of items and administrations rather than what is to the kindness of the buyer [8].

Deals Philosophy

Until the mid-'60s, the occupational creation remained related to deals promoting in many areas. The way to benefit was the expansion in deal volumes. Thorough and broad endeavors toward arriving at the expansion in providing the products to clients are the primary objective of this methodology, esp. at the point when the client isn't completely educated regarding a specific item or when an organization faces overflow. As such, the objective would sell the current items as opposed to delivering novel ones. Promoting is in this manner considered to be as broad deals and notice. Expanding the items and administrations of the organizations is viewed as the main need. Deals the executives will in general go about as

a self-overseeing (autonomous) the executives, and it is just centered around trade with clients who are frequently obscure to it [8], [9].

The administration's accentuation is more on a piece of the overall industry and development, and the administration execution is evaluated by momentary monetary relations. The fundamental way of thinking of this methodology is the case that clients have no aim of shopping basically, and it is their needs that constrains them to do as such. If there should be an occurrence of any inclination towards shopping, rivalry, along with various issues, emerge before organizations to beat likely providers. In such a way of thinking, the shipment of every single accessible great is additionally accentuated. Organizations utilize forceful deals.

Exchange Marketing Philosophy

The worldview of exchange has developed as a helpful structure for the conceptualization of advertising conduct. Truth be told, most of the contemporary meanings of advertising unmistakably contain exchange in their connections. The ongoing discussions enthusiastically center around the idea of exchange just as its temperament, spaces, and productivity in marketing.

Scientists are commonly in concession to the way that exchange is the major wonder of the commercial center procedures; accordingly, it must be characterized, anticipated, and taken leveled out. The objective of a value-based relationship is to make an association between clients' needs and the provider's assets and items. Since the clients' point of view, they are those who select a provider or providers who give them the best advantages in the wake of taking away expenses and dangers. At the most reduced level, a value-based relationship is practiced when clients can discover the item for which they have gone through cash. In certain connections, all things considered, clients and providers participate in collaboration, share data, direct themselves Coordinate and relate their experiences in social growth, and even place their future assets in the current connection.

Social Marketing Philosophy

The worry is the manner by which to fulfill clients through the making of a prevalent worth, which can pick up their fulfillment and push social government assistance ahead. The makers are not to deliver those products that hurt the general public. By such a methodology, not exclusively are the clients' needs and desires considered, yet the government assistance parts of the general public are likewise accentuated. At the end of the day, the accentuation is on social obligations rather than select clients. Social promotion is about the emphasis on social government assistance, organization benefit, and consumer loyalty. Benefit making isn't the essential objective, and It's also accepted one of the principal aims of the advertisers is to provide teaching on support for their use, practice and assembly methods to buyers, businesses as well as the general public in this maintainable progress.

In spite of every encouraging turn of events, the usage and implementation of a social ideal is a difficult errand. There are crucial issues in accomplishing a delicate parity among long haul benefits, ecological weights, and social prosperity. Then again, a requirement for handling all desires, which are boundless, and all administrations and products might be incongruent with social qualities, the earth, and social government assistance.

DATA COLLECTION AND ANALYSIS

Along these lines, organizations overlook the limit of radical developments, however, they additionally stall out in those procedures that are defective generally. Along with such issues, TQM makes a type of normalization targeting arriving at significant levels of similarity (i.e., quality). Normalization can be somewhat a snag before development in light of a tendency toward diminishing ambiguities of any kind vital for advancement. As for center around the client, Salter and prompt us that such an idea, normally perceived with regards to "customary" TQM, is so abundant receptive and limited.

Such a circumstance might keep organizations since embracing a practical methodology, which depends on distinguishing unaccommodated wants and sooq limits finished the presentation of increasingly inventive items. This methodology drew the consideration of logical and exploratory circles in the 90s and it was considered by numerous individuals as the last solution. A few organizations drew in themselves in the standards of all-out quality administration to the degree that neglected to think about consumer loyalty and the related qualities; consequently, their TQM designs basically were fiascos. Something else, when organizations began to actualize TQM with the objective of obliging consumer loyalty, new skylines of accomplishment opened up.

Concentrate on the client, improvement of procedures, and all-out interest are the establishments of complete quality administration. The measure for the achievement or disappointment of such plans would be the consistency of client desires and the organization's items that prompt consumer loyalty. The authorization of TQM standards calls for official help by the higher administration just as the faculty. Correspondence frameworks, promoting studies, compensation, and reformatory frameworks, and control and management additionally assume the supporting job. The idea of consumer loyalty is a solid main thrust for coordinating individual and authoritative practice. The main proficient and ensured strategy for hierarchical endurance is the degree to which clients accept their desires have been met.

Holistic Marketing Philosophy

This methodology was planned through the author. As client wants are greatly taken care of in all-out quality administration, research is typically coordinated toward these zones. Every single authoritative segment along these lines assumes the errand of the client needs distinguishing proof. Therefore, the laying out of client wants would remain the initial move near a reengineering of commercial forms in the distinguishing proof of requirements isn't only the errand of the advertising area; rather, all divisions need to take part during the time spent comprehension and characterizing client needs and how to meet them [10].

From a comprehensive advertising viewpoint, promoting is an intricate movement wherein everything is viewed as significant; hence, the creation, structure, and usage of marketing plans and practices require a growing and coordinated vision. The four parts that structure all-encompassing advertising are relationship promoting, inward marketing, coordinated advertising, and responsive marketing.[10], [11]In this methodology, the entire association is coordinated through the advertising area, and the clients are getting looked at in all stages and in all offices. The quality advertising (as shown in Figure 9) lays on three columns:



Figure 9: Quality Advertisement.

RESULT & DISCUSSION

Retro-advertising lays on the endless rule that advertisers demonstrate like ladies, a logical inconsistency to present-day promoting. Today, the objective of advertisers is to build A prototype for life by delivering goods on the market in a productive and ideal way; as such, the time and place that shoppers need and will pay for the products. In retro-advertising, else, it is spoken with the shoppers through restricting access, deferring joy, expanding expenses, and rising a dubious environment of inaccessibility that what they need isn't promptly accessible right now and they might reappearance advanced. We call retro-promoting "postmodern" with five standards:

Exclusive

In comparison to the current situation that customers "come there is enough for all," the item is restrictive, here customers are forced to return later due to inaccessibility. Such a technique will prohibit you from putting the products away, so you do not post until the customer demands that you do so. The customer would accept that he was fortunate enough to buy the item on this real economy deficiency.

Secrecy

Absence of somewhat data, with respect to paper, for instance, you should keep the name, paging, cost, and so forth of the book mystery as long as about fourteen days before its distribution. At the point when the client is keen on this circumstance and asks "what is can be" and "why it is a mystery", at that point such a mystery may significantly help in deals. A mystery remains so until no one thinks nothing about it. At the point when a mystery is uncovered, the standard must be fused.

Exaggeration

For example, Russian Rocket and Pizza Hot.

Entertainment

The advertising needs to type vicissitudes in headings besides must remain appealing and interesting. Diversion, from multiple points of view, is the pith of postmodern advertising absence of which would be the greatest disappointment of current promoting. They reprimand his worshipped partner, cutler. The author has contended more than some other that advertising is the foundation of business and needs to incorporate all units.

Tricks

It is the last rule. The stunts shouldn't really be masterworks.

CONCLUSIONS AND IMPLICATION

Consequently, this procedure is investigated in four periods. Creation time comprises of two methods of reasoning of creation and deals. Underway way of thinking, the emphasis was on large scale manufacturing, extended circulation, and beneficial exchanges through the decrease of expenses. In deals theory, item superiority and consistent development remained the objectives. The time included two methods of reasoning of deals and value-based advertising. In deals reasoning, productivity would be accomplished through client mindfulness. The objective of value-based marketing was to accomplish beneficial exchanges through the making of a connection between client needs and provider assets and items. The marketing period incorporates five methods of reasoning of advertising, social promoting, absolute quality administration, comprehensive marketing, and a structure to circulate.

The objective is to make long haul an incentive for clients. In any case, the provider and the client demand transient benefits in exchange marketing reasoning, and both attempt to boost their own benefit. In arrange advertising reasoning, the accentuation is on between authoritative associations. The way of thinking of client relations the board attempts to improve the connection among clients and organizations through a fixation on holding clients and reacting to their grievances so they would arrive at deals development. In all-encompassing marketing theory, the entire association is guided by the promoting segment and clients are critical for every single other segment and in altogether phases. The association time comprises of 7 methods of reasoning of association promoting, exchange advertising, arrange marketing, client relations advertising, client direction, showcase direction, and intentional client difficult. A relationship promoting theory endeavors to make, keep, and strengthen solid associations with clients and different recipients.

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