



CHECK WHAT GREAT NEWS AND TESTIMONIES WE HAVE FOR YOU!

2013 was a year sealed with great achievements. 2014 promises to be an even greater! The IIMP Newsletter brings you all news about our organization and its members.

IIMP[®] released benefits for volunteers and advisory roles.

The International Institute of Marketing Professionals released benefits for volunteers and advisory members. Its proactive team members in a volunteer basis are entitled to discounts from 10 to 75 per cent in membership and training fees, events registration and publications subscription. [Read more page 2](#)

IIMP[®] launches Collegiate Scholarship for CMMP[®] designations

The Institute of Marketing Professionals launches its Collegiate Scholarship Program for the Certified Marketing Management Professional (CMMP[®]) designations. Its first partner is Manitoba International Marketing Competition and Conference, whose winners will have access to scholarships for entry into CMMP[®]. [Read more page 3](#)

IIMP[®] gets recognition to offer tuition reimbursement

International Institute of Marketing Professionals (IIMP[®]) is a certificated educational institution by the Government of Canada. The Canadian students who enroll CMMP[®] programs are entitled to claim their paid tuition fees within their tax and get some refund from January 2014. [Read more page 4](#)

IIMP[®] at Data Marketing 2013

The IIMP[®] is an Associate Partner of the Data Marketing 2013, that took place on December 9th and 10th, in Toronto, Canada. It was represented by the CMMP[®] (Certified Marketing Management Professional) at the exhibition, where attendees had access to information of its international certification program. [Read more page 5](#)

IIMP[®] launches Global Marketing Magazine

The International Institute of Marketing Professionals (IIMP[®]) launches the Global Marketing Magazine, a quarterly publication for marketing practitioners all around the world. It is now looking for volunteers to join its team and accepts articles on global marketing practitioners. The first Issue will be published on April 2014. [Read more page 7](#)

CMMP[®]
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL



- The only globally recognized marketing designation
- Created by marketing professionals and academics from 192 countries
- Stay current with the changing practice of Marketing
- Expand your work opportunities globally
- Commit to your ongoing training and development in Marketing
- Register today for the CMMP[®] and get a special discount

The CMMP[®] designation is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing

**INTERNATIONAL JOURNAL OF
MARKETING
PRINCIPLES AND PRACTICES**

- A publication of leading information in the areas of marketing
- Intellectual thought combined with practical relevance
- Provides robust & cutting edge marketing theory & practice
- Vital tool for the benefit of marketers worldwide
- Distributed by EBSCO database

EDITORIAL TEAM:

Dr. Chuck M. Hermans:
Senior Vice-President Global Marketing

Sandra Pedro:
Senior Public Relations

Muhammad Fasih:
Graphic designer



HAPPY NEW YEAR TO ALL

Dear fellows,

A warm and happy new year to everyone, I hope the new year 2014 will bring prosperity for all. I am thank you to all our volunteers and advisory team members for their contribution in making the difference for marketing community at large.

At the beginning of each year IIMP's officials set annual goals and then the entire global team remains focused and dedicated to achieving these milestones. I am pleased to share that not only we have achieved our set goals but reached to even higher heights in 2013 and similarly I hope to multiply our success this year.

The year 2013 started with our regular activities and in May we achieved a major milestone by launching the IIMP's corporate identity program. In June we released rest of the three CMMP® handbooks, in order to

provide guidelines and reference material for marketing professionals to successfully deliver CMMP® designation program. Within the same month focused on seeking partners in the areas of marketing, media and design. Consequently, we concluded alliances with Marketing Circles, Digital Arcanum and Midland Publishing. Furthermore, we entered in an agreement with EBSCO to market the International Journal of Marketing Principles and Practices.

In November, our conference and awards committee finalized a partnership as an "Associate Partner" with the Data Marketing Conference in Toronto, Canada to indulge and meeting marketing professionals. Resultantly, it opened new doors to strategize our planning and implementation of CMMP designations and membership within Canada.

In pursuit of motivating teams, the IIMP® announced in December compressive benefits for volunteers and advisory roles to take advantage of deep discounts from 10 to 75 per cent in membership and training fees, events registration and publications subscription.

Additionally, the Certified Marketing Management Professional (CMMP®) training received recognition by the Ministry of Training Colleges and Universities, in Canada, as professional development

and skill upgrading programs for upgrading or updating qualifications to advance in the areas of marketing.

Another key accomplishment of the IIMP® is becoming a certified educational institution by the Government of Canada, Human Resources and Skills Development Canada, that will entitle CMMP certification holders in Canada to claim their paid tuition fees within their tax and get some refund.

Recently, there have been some new departmental leadership appointments that includes SVP Magazine Publishing & Editor-in-Chief, SVP Academic Accreditation, SVP Education and VP Publications. Additionally, we have appointed three new VPs to lead Marketing and Communication teams in Canada, India and Pakistan.

I cordially welcome new team members aboard and thank to all participants for fulfilling their roles.

All the best,

Nisar Butt, MBA, DBA Scholar

President and Chief Executive Officer IIMP

nbutt@theiimp.org

Table of Content

Message of the President	1
Marketing and Communications Committee (MCC)	2
Education Committee (EC)	3
Academic Accreditation Committee (EEC)	4
Conference & Awards Committee (CAC)	5
International Accepted Marketing Standards (IAMS)	6
Advisory Council for Marketing Profession (ACMP)	6
New projects	7
Certified Marketing Management Professional (CMMP)	8
International Journal of Marketing Principals and Practices (IJMPP)	9
Volunteering	10
New Appointed Volunteers and Partners	11

The Marketing and Communications Committee (MCC) is currently working to develop marketing and customer development teams in Toronto, Pakistan, and India. We welcome the opportunity to identify marketing leaders who want to lead and develop teams for IIMP in their home markets. Contact Dr. Chuck Hermans if you have an interest @ Chuckhermans@missouristate.edu



**Farhan Majeed,
MBA**

**Vice President
for Pakistan**

Farhan Majeed is a passionate marketing professional with broad experience in multi industries in the field of Marketing. He has MBA – Marketing Degree from Hajvery University & Bachelors Degree in Statistics and Economics. He has been a member of various Marketing Associations and Societies around the globe. He joined, in 2012, the International Institute of Marketing Professionals (IIMP) Canada as member of the Advisory Council for the Marketing Profession. Currently, he is involved with Marketing Circle as Webmaster and Researcher. Recently, he had the opportunity to work with the highly qualified and professional team of the IIMP® as Vice President Marketing and Communications (Pakistan). He has taken this challenging role to employ his skills like planning, strong organizational and management, coordinating, writing skills, research/technical and analytical skills to make a positive contribution for IIMP. He wishes to promote the good cause of IIMP in Pakistan with aim for providing highly skilled and well-qualified marketing professionals to the industry.

He will try his best efforts and devote himself for the promotion of IIMP. He would, definitely, raise its credibility in the field of marketing and management in the academic as well as the in the Industry around the globe and, especially, in Pakistan.



**Linda E. Martin,
MBA**

**Vice President for
Canada**

Linda's passion for marketing has spanned multiple industries over a 20 years time frame. She has worked throughout Canada, the U.S. and Mexico in a variety of categories, including health products, food, beverage alcohol, HABA, medical devices and OTC's. Linda spent over 7 years at the Gallo Winery of California, where she rose to the level of International Marketing Director, responsible for over 50 brands in 35 countries in the America's.

Most recently, Linda completed an over three years assignment at a commercial bakery in Toronto, where she created and built the #1 flatbread brand – Stonefire - in the US market. She has also been the recipient of over 9 awards, ranging from packaging, advertising and teamwork awards.

Today, Linda consults to companies who want to achieve sustainable growth through a powerful integration of strategy, implementation, measurement and people.

IIMP® released benefits for volunteers and advisory roles

The International Institute of Marketing Professionals® released benefits for volunteers and advisory members. Its proactive team members in a volunteer basis are entitle to discounts from 10 to 75 per cent in membership and training fees, events registration and publications subscription. Becoming a [member](#) allows marketing academics



and professionals to connect on a global network that aims to provide valuable insight about the progressive marketing field and its contribution to the industry growth. Individuals gain opportunities to build on leadership skills, thus giving them the competitive edge they need to succeed in today's market. As a member are entitle to discount rates on events and educational programs, subscription to the IIMP®'s publications, opportunities to networking with leading marketing professionals around the world, among other benefits. Thus, as [volunteer member](#) are warrant additional discounts in membership and training fees, events registration and publications subscription.

The committee team members have the following benefits:

- Associate team has a discount of 10, 15 and 20 per cent;
- Managerial team has a discount of 20, 25 and 30 per cent;
- Divisional team has a discount of 40, 45 and 50 per cent;
- Executive team has a discount from 55 to 75 per cent.

Other team members have discounts from 40 to 75 per cent.

**Join your
team!!**



**Dr. Anne-Flore
Maman Larraufie,
PhD
Senior Vice
President**

I've joined the International Institute of Marketing Professionals (IIMP®) a few years ago, as the Vice President Publication for the International Journal of Marketing Principles and Practices (IJMPP). This was very consistent with my then academic-focused professional life. Starting-up my own business made me more willing to collaborate on managerial oriented matters for the IIMP. Especially, getting field-based feedback from

businessmen and entrepreneurs, I am constantly in touch with current debates and training needs in the marketing business environment. Nisar Butt and I felt I would be more useful collaborating with the Educative Team (developing seminars, training programs, etc.). My aim is to bring as close as possible to daily concerns the programs offered by the IIMP® so that our trainees can state: 'this is up-to-date and relevant material to us, which will turn in being actionable in our daily marketing life'. I was quite excited being called as the Senior Vice President Education Management and grateful to Nisar for asking me. What We need now is more volunteers to join-in this journey towards excellence in marketing knowledge and practice!

Nisar Butt, President and Chief Executive Officer of IIMP®, said: "This scholarship program is the outcome of the work developed by Conference and Awards Committee team of the IIMP®, in collaboration with the Certified Marketing Management Professionals of Canada. It demonstrates the importance of the CMMP® designations for future marketing professionals and their recognition by academic institutions. We cordially invite other reputable similar competitions to participate."

The CMMP® program will be offered to the competition winners based upon their academic backgrounds in the following manner:

a) Diploma holders will receive subsidized Associate CMMP®, an introductory level international certification designed to individuals who know about the marketing discipline but are new to the field of study;

b) Bachelor's degree holders will receive subsidized Manager CMMP®, an intermediate level international certification designed for marketing professionals who are very familiar with various concepts of the discipline of marketing;

c) Master's degree holders will receive subsidized Executive CMMP®, an advanced level international certification designed especially for marketing professionals who have to meet customer needs in the rapidly growing and globally competitive markets around the world.

Ryan Caligiuri, Director of Internationally Accepted Marketing Standards Committee will be attending Manitoba International Marketing Competition as representative of IIMP® and presenting the awards to the winners. He said that: "this competition will bring about some of Manitoba's best marketers."

Biography

Anne-Flore Maman Larraufie (PhD) graduated as an ingeneer from the Military Academy of Saint-Cyr, completed a Masters in Strategy and Management of International Business ESSEC Business School (France), acquired a Certificate in Advanced Studies at Thunderbird Business School (USA) and finally completed her Ph.D. in Business Administration at ESSEC. After several business experiences in well-known companies (EADS, LVMH), she decided to set-up her own consulting agency SémioConsult® in 2010, which is focused on managing brand image and identity, thanks to semiotics and consumer intelligence. She is currently a French government expert on 'COO issues', a visiting professor at ESSEC Business School and at Ca'Foscari University (Venice, Italy), an associate researcher at ESSEC and INSEEC, and a guest speaker in various academic and professional conferences. She still carries on academic research on luxury, counterfeiting and in the area of consumer behavior.

IIMP® launches Collegiate Scholarship Program Manitoba International Marketing Competition and Conference is the first partner

The International Institute of Marketing Professionals (IIMP®), a not for profit volunteer marketing organization, launches the Collegiate Scholarship Program for Certified Marketing Management Professional (CMMP®) designations. Its first edition is in partnership with Manitoba International Marketing Competition and Conference, of the I.H. Asper Business School, University of Manitoba, in Canada. The winners of the

competition, which takes place from 8 to 11 January 2014, in Winnipeg, will have access into CMMP® program. The scholarship will subsidize entry into the CMMP® program which will provide rigorous professional skills to prepare candidates to receive CMMP® designation upon successfully completion. The scholarship winners will be required to demonstrate academic and professional requirements in order to enter the CMMP® designation.



Prof. Dimitrios
P. Kamsaris, PhD
(Management)

Senior Vice
President

Prof. Dimitrios P. Kamsaris is Chairman of the Academic Board at Bilston Community College, in United Kingdom, Professor of Organizational Behavior at Monarch University, in Switzerland, and Visiting Professor of Management and Marketing at University Business Schools, in United Kingdom, Denmark, France, Cyprus, Greece and the Gulf Countries. Prof. Kamsaris has completed postdoctoral education from Harvard University.

He held CEO and managerial positions at Coca-Cola, Sherwin Williams, Athens 2004, Shell and D Constructions. Today, he serves as a member of Board of Directors and management consultant in the Gulf Countries. Furthermore, he trains public & private sector executives in United Kingdom, Denmark, Cyprus and Greece. Recently, he trained top executives from the major public companies of the United Arab Emirates and Pakistan and top governmental directors.

Canadian students with benefits

CMMP® recognized by the Government of Canada



The International Institute of Marketing Professionals (IIMP®) has been certified as certified educational institution, completing the recognition process of the Certified Marketing Management Professional (CMMP®) designations by the Government of Canada. From January 1st, Canadian students who enroll CMMP® programs are entitle to claim their paid tuition fees within their tax and get some refund.

Students who want to gain a competitive edge in the marketing industry may apply for CMMP® Student Membership, which will give them specialized knowledge, confidence and credibility needed to get ahead and take charge of their careers at entry level. Those who are currently enrolled in marketing related diploma or degree program at an accredited, or internationally equivalent, college/university may [apply](#) for CMMP® designation at

introductory level.

Nisar Butt, President and Chief Executive Officer of IIMP®, said that *“the recognition of the IIMP® as certified educational institution demonstrates the importance of having a global-recognized designation for marketing professionals certifying them with knowledge, skills and ethics for worldwide competitive environment.”*

The IIMP® accreditation CMMP® is a program that measures professional and academic excellence in the practice of marketing practitioners around the world. It recognizes skills and competences, acknowledging as exceptional marketers able to compete in the competitive global market. Those who earn the CMMP® demonstrate a deep, yet broad knowledge of marketing. It denotes high professional, educational and ethical standards in marketing.

→ Traditional Marketing →

TALKS
AT PEOPLE

← Content Marketing ←

TALKS
WITH THEM

DRUG KESSELY
CHIEF DIRECTOR RESIST

pardot

IIMP[®]
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
MEDIA PARTNER

POLITICIAN
le politician

Macmedia
AFRICA
NETWORKS



Amjad Shamim

Senior Vice
President

I Love Marketing!!!

Thanks to my mentor 'Obaid Ullah Azam' for recommending me to choose marketing as a career. In my earlier days in the field, I didn't recognize its importance, but in-depth practical and research experience take me to 'fall into love with marketing'. The Grandfather of Modern Marketing, Prof. Peter F. Drucker says "Business has only two functions - marketing and innovation." The way it works, the beauty it has, the way it facilitate humanity, the reward it gives and the creativity it emerge – are awesome!

The way it stand as a science discipline is the consequence of the struggles of its legends: Peter F. Drucker, Philip Kotler, Richard Bagozzi, Paul Green, Shelby Hunt, [Christian Grönroos](#), V. Kumar, Naresh Malhotra, Kent Monroe, Jagdish Sheth, Yoram Wind, and Gerald Zaltman to name a few. But still, the existing practices lacked in setting standards

IIMP® at Data Marketing 2013



The International Institute of Marketing Professionals® was associate partner of the [Data Marketing 2013 Toronto](#) Conference and Exhibition, two-day event that gathered, on December 9th and 10th, specialists from diverse business areas around data and technology, in Toronto, Canada. The Certified Marketing Management Professionals of Canada (CMMP® Canada) represented IIMP® at the exhibition, where attendees had access to

for certifying marketing practitioners around the globe. Thanks to International Institute of Marketing Professionals (IIMP) for taking an initiative to bridging this gap by brining marketing professionals from 192 countries on a single platform to work for the progress of the marketing profession. Its programs like development of Internationally Accepted Marketing Standards (IAMS) and Certified Marketing Management Professionals (CMMP) program are one of the unique initiatives which will certainly bring major change in the marketing profession.

I feel proud to serve IIMP as a Vice President, Conferences and Awards Committee. I call upon the enthusiastic marketing professionals to join us as a team to jointly learn marketing by participating in conferences, forums and colloquiums, and recognize the efforts of 'best marketing professionals' through intrinsic and extrinsic rewards.

Sincerely,

Amjad Shamim

Senior Vice President, Conferences and Awards Committee

Email: amjadshamim@gmail.com ;
amjadshamim@theiimp.org

information on [IIMP® accreditation CMMP®](#).

In their daily journey to understand their customers, marketers deal with significant amount of data in all business areas. Data Marketing 2013 aimed, therefore, to enable marketing professionals to deliver communication outcomes by ensuring how to proceed with their data in the direction of their business goals. Nisar Butt, President and Chief Executive Officer of IIMP®, stressed that "this was a unique opportunity to be present at an event where marketing professionals can better understand massive amounts of data that their customers generate to deliver better customer service and communication. In today's data

drive market, marketers need to make appropriate decisions through multiple data to reach their customers in an effective way to achieve better marketing results."

Amjad Shamim, Vice President Conferences and Awards, added that "marketing is now part of every individual's life. The business world has



Nisar Butt, President of IIMP® at Data Marketing 2013

been moved from production to customization to personalization to co-creation where every member of the community is equally important to create unique experiences." This event, in collaboration with CMMP® Canada, is a platform to generate customers' data to co-create unique experience both for marketers and the customers."



Shahzad Ahmed, President of the CMMP® Canada at Data Marketing 2013



**Djordje
Teofilovic,
MBA, DBA
Marketing
(Candidate)
Senior Vice
President**

Dear members,

The Internationally Accepted Marketing Standards (IAMS) team is working on development of internationally accepted marketing standards. The process is similar to any other. Once you get closer to the objective, you learn something that opens new perspectives. Once you believe you covered the concept, you uncover a little word to the path that makes initial concept look like a starting point instead of a

Why participate in development of Internationally Accepted Marketing Standards (IAMS)?

destination. At the moment, the objective seems close and, at the same time, it seems distant. That is the beauty of working on this project - it is a never ending effort.

Plenty of marketing efforts are aimed at exploiting diversity. This project aims

exploiting similarities. Those similarities exist in every society and every face of marketing. By establishing these standards, we will be pointing to similarities between societies and applicable marketing practices. Internationally accepted

Plenty of marketing efforts are aimed at exploiting diversity. This project aims exploiting similarities.

marketing standards are something we have in common and not something that sets us apart. So why get involved? If you would like to contribute to the growth of marketing community globally and you like challenging tasks that always look completed before you learn more about them, then you should consider participating in this project. IAMS team will welcome you.

Sincerely,

Djordje Teofilovic, MBA, DBA Marketing
(Candidate)

Senior Vice President, IAMST Committee

ADVISORY COUNCIL FOR FOR THE MARKETING PROFESSION (ACMP)



**Bill Davis
President, Advisory
Council for the
Marketing**

After years of marketing in the business world, I look forward to giving back by contributing to the development of professional International Marketing standards and the development of future marketing professionals.

With over 35 years of marketing and entrepreneurial experience, Bill provides critical marketing, strategic direction and management know-how to midsize companies. Mr. Davis' corporate experience includes:

Vice President of GenStone Enterprises
President & Founder of Davis Marketing Group, Inc. Vice President of Marketing at General Steel Corp.

Along with senior sales and marketing

management roles at Beatrice Foods, Hinckley & Schmitt (a Division of CGE), Suntory Bottled Water Group and the 7Up bottler system. Bill's entrepreneurial and marketing experience spans across diverse industries including fast moving consumer products, international consulting, building materials and the restaurant and entertainment business.

As President of Davis Marketing Group and Vice President of Marketing for General Steel Corporation, Bill has been the architect of the national advertising and media campaign for General Steel and associated companies since 2000, leading to dynamic growth and brand dominance. Bill has been responsible for or instrumental in the creation of 10 companies and numerous brands.

Bill Davis

President, Advisory Council for the Marketing Profession (ACMP)

www.Davismarketinggroup.com



First issue in April 2014

IIMP® launches Chronicle of Global Marketing Magazine

The International Institute of Marketing Professionals (IIMP®) launches the [Global Marketing Magazine](#), a quarterly digital magazine that aims to bridging the gap between theory and practitioner-based knowledge. The first issue will be published on April 2014 and is accepting articles submission on diverse marketing areas and geographical markets.

The Chronicle Global Marketing Magazine (CGMM) is for marketing practitioners share opinions, best practices, case studies and experiences from across the globe. It addresses various marketing issues as brand & product, research, analytical (quantitative), behavioral (qualitative), social media, sales management, advertising & promotion, supply chain/distribution, SEM, among others. The GMM is divided by key feature sections – editorial, perspective, industry events & happenings, feature interview, marketing management practitioner spotlight profile, classified, CMO of the quarter award nominations, industry trends, “Buzz - heard on the street” – and by market sector - pharmaceutical-health care, consumer goods,

health & beauty, aids, industrial, electronics, transportation, automotive, etc.

The IIMP® is now looking for volunteers as contributing editors, production staff and for technical support.

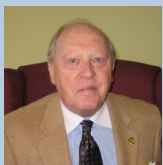
Nisar Butt, President and Chief Executive Officer of IIMP®, said that *“the contribution of your members and volunteers is fundamental for publishing the Chronicle of Global Marketing Magazine. This is a project from and to all marketing professionals across the globe, practitioners either academics. Therefore, we need the contribution from professionals and volunteers from Asia to North America, from Europe to South America, from Middle East to Africa, from South Asia to Australia and New Zealand. This is an amazing opportunity to be part of an ambitious project that aims to eliminate the gap between practice and academia and, at the same time, connect professionals and ideas without physical constrains.”*

Prof. Dr. Robert E. Dratwa, editor-in-chief of the GMM, stresses that “the Global Marketing Magazine bridges a market gap. This publication

connects professionals from different regions in the world and with diverse backgrounds. Information and knowledge sharing is crucial nowadays for the international success of your businesses and we want to turn this magazine a worldwide reference for marketing professionals. With this purpose in mind, in CGMM, we want to build bridges, share experiences, acknowledge case studies, disclose information regarding marketing best practices

For those who are interested in publishing their articles at CGMM, the submission policy is as follows:

- Original content preferred;
- APA 6th ed. source citations (mandatory);
- Business formal writing style;
- Second-generation articles submitted must have appropriate author written approval(s) per copyright legal requirements;
- No *honorium* paid for content prepared and/or submitted;
- All content subject to ERB (Editorial Review Board) approval.



Prof. Robert E. Dratwa
Editor-in-Chief,
Chronicle of
Global Marketing

Robert is originally a Midwesterner, born and raised in Chicago, Illinois. He graduated from Indiana University (BS, Marketing); Western Michigan University (MBA Marketing management) and, later in his life, a Ph.D. from Capella University (ABD)-Honors, International Enterprise Leadership. He is also a Vietnam era military service veteran.

Some of Robert’s unusual lifetime personal highlights include meeting three (3) US Presidents in person, earning a Certificate from Ford Motor

Racing’s 150+ MPH Club for achieving a recorded sustained speed of 167+ MPH on an oval racing track, meeting the Dali Llama, and being fortunate enough to travel most of the globe on business and for pleasure. An avid gopher and small weapons marksman, Bob also enjoys martial arts and sports and high performance driving and cars. Some of his remaining “bucket list” short list ‘must do’s’ are: To ride on the Orient Express across India and China to visit the ancient city of Lhasa in Tibet in the Himalaya’s, bungee jump from the highest US elevation point in the US and travel to the ancient Holy Land of Israel, among other adventurous expectations.

Robert has been a high technology systems solutions marketing executive with several leading US and Japanese firms for more than three decades, has a private management consulting

firm, and as a senior professor, teaches undergraduate and MBA business management courses in marketing, strategy, quantitative analysis, leadership, ethics, economics, and international business for Apollo Group-The University of Phoenix, for going on than 10 years this coming March.

An active member of IIMP’s Executive Council and Senior Vice President, Publishing and Editor-in-Chief, The Chronicle of Global Marketing, Bob shared president Nisar Butt’s vision for the need for a marketing practitioner-based professional organization and joined the organization early in its inception years ago to bring world-class global markets a collaborative forum and dedicated group ethos to the ever growing practice of marketing management.



**Christophe Bisson,
PhD (Competitive
Intelligence)**

**President of the
IAMS Board**

Dear Marketers,

The Certified Marketing Management Professional (CMMP®) handbook offered by the International Institute of Marketing Professionals (IIMP®) gathers the marketing knowledge at cutting edge about all important topics in the field and from all around the world. IIMP® by having the widest advisory network throughout the world (representing 192 countries) was naturally the marketing organization which could address this

challenge. This program recognizes the perseverance, dedication and competence of successful marketing professionals.

We are proud that CMMP® designations have been recently recognized by the Ministry of Training Colleges and Universities, in Canada, as professional development and skill upgrading programs, which constitute an important step for IIMP® programs to be globally-recognized and well respected measure of professional and academic excellence in the practice of marketing. Such recognition will trigger others and we expect our activities to make a leap frog during 2014.

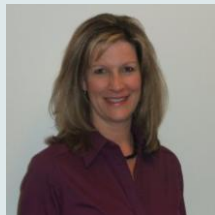
Yet, the Certified Marketing Management Professional (CMMP®) designation handbook fully take into consideration that marketers can no longer narrow the marketing field to only considering customers but rather all the stakeholders. Furthermore, sustainability, long

term perspective, systemic and dynamic approaches are core concerns that we aim to promote.

I would like to thank all of our partners and members who have helped bring success to IIMP® and its related organizations and wish all a fruitful and enjoyable 2014!

Sincerely,

Christophe Bisson, PhD (Competitive Intelligence)
President, Internationally Accepted Marketing Standards Board (IAMS)
International Institute of Marketing Professionals (IIMP)



CMMP® designation holder Testimonial from Caroline Berryman

*Graduate of the University of Western Ontario
Bachelor of Arts Degree, Faculty of Social Sciences
Honours Sociology*

I found out about the International Institute of Marketing Professionals (IIMP®) while searching for professional marketing organizations that I could join to meet other marketing professionals. While perusing the website, I discovered that the IIMP offered designation courses and I decided to enroll in the Certified Marketing Management Program. After studying online for six months, I recently wrote the final exam and received the High Distinction Award, which will help me to advance my career further in the field of marketing. I hope to become more involved

with the IIMP as a volunteer in the future.

I chose to complete this designation to round out my educational credentials and I liked the fact that it was recognized internationally in 192 countries. The workbook, which I had been provided, was very well written by leading marketing professionals around the world. I had direct contact with an advisor who provided assignments according to an established schedule, with reasonable timelines for completion. All assignments and quizzes were marked very quickly so I knew how I was doing. I found the program interesting and very manageable even though and I was working full time.

Biography

After working for over 13 years in a retail marketing environment, Caroline entered the public sector in 2006 to work for York Region Transit/Viva. Hired to develop and coordinate a transit program targeting high school students, Caroline successfully piloted the program and eventually implemented it into 42 high schools across York Region. Today, Caroline is working in the Transportation and Community Planning Department with the Regional Municipality of York and is leading the development and implementation of a marketing and communications strategy for the Department, coordinating and supporting all Departmental initiatives and programs, developing partnerships and most recently developing and executing a pedestrian safety campaign targeting residents of all ages, which was the recipient of the Ministry of Transportation's Road Safety Initiative of the Year award in 2013.

Application Deadline Extended for Entry into CMMP Spring 2014 Program

The IIMP education management team has extended the deadline for accepting late applications for entry into the CMMP® designations for Spring 2014 program until January 31, 2014 at 5:00 PM (EST). The CMMP program will run for six months from March 03, 2014 to August 30, 2014. CMMP® (Certified Marketing Management Professional) is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing. This program recognizes the perseverance, dedication and competence of successful marketing professionals all around the world.



**Dr. Dalia
Kriksciuniene**
**Editor-in-
Chief of
IJMPP**

Dear colleagues,

The International Journal of Marketing Principles and Practices (IJMPP) follows the chosen path of reflecting marketing principles in practice, and seeking for highest level of standard in marketing profession across businesses and countries.

The fourth issue of the IJMPP carries the slogan of importance of quality in marketing. The articles included to the current issue present the research works, which have very broad geographical scope as well as strong empirical aspect.

The first article by the authors Amjad Shamim, Mohsin Altaf, Usman Yousaf and Zulkli Ghazali coming from Pakistan and Malaysia research communities explores Customer Relationship Satisfaction and Relationship Improvement determinants in cellular services industry of Pakistan. The empirical findings of the research bring evidence of strong impact of customer satisfaction and relationship improvement on customer loyalty in cellular industry.

The second article by Ibronke, O. T., Famakin, I. O., Aje, I. O. and Enoidem, J. can attract attention of marketing specialists and scholars as it explores marketing role in the specific area of quantity surveying services in the expanding construction industry of Nigeria. The authors present discussion based on empirical survey, which reveals potential of application professional marketing efforts for the development of the business area. The article pinpoints the highest impact of professional qualities of personnel to the quality of services rendered by firms to their clients and the potential for adopting electronic

transactions in project management activities.

The third article offered by the group of authors from Monash University (Australia) Weng Marc Lim, Ding Hooi Ting, Win Yen Han, Huey Yi Khor and Yee Ken Saw explore consumer perceptions and evaluations of green products, which confirms that the attention of marketing science to environmental issues is constantly growing. An understanding of various aspects of consumer attitude to green products will provide a better comprehension on the effectiveness of marketing efforts in this area. A qualitative approach was adopted by using in-depth interviews. Findings from this study suggest that consumers highly rely on interpersonal and external influences when evaluating green products and in making purchase decisions.

The fourth article by Graa Amel, Dani el Kebir Maachou and Benhamida Farid (Algerie) bring insights to major factors influencing the impulse behavior, giving special attention to those determined by store environment, time pressure, perceived crowding.

The fifth article by Makarand Upadhyaya provides discussion of the business case from India, discussing "Radio taxi services in Jaipur: a learning experience from Meri Car". It discloses advantages and vulnerabilities of the enterprise, and presents preferences of the customers, which build requirements to the business strategy revision.

We would like to thank the authors for sharing their research results and our peer-reviewers for their diligent efforts and attentive remarks on enhancing quality of the articles. We invite to explore the website of the journal and present your scientific research insights, experience by submitting articles to the forthcoming issues of the journal. Active scientific discussion, thorough empirical research and knowledge sharing can reveal new effective solutions for marketing challenges.

Dr. Dalia Kriksciuniene
Editor-in-Chief of IJMPP

Editorial Board for the IJMPP

The Editorial leadership offers their highly regarded expertise to help develop, expand and increase the profile & standards of marketing management, they are all advocates of professional standards within the marketing profession and have extensive experience of senior business leadership in both the academic and corporate arenas, the Editorial leadership structure includes Co-Editors, Editorial Director, Editorial Managers and an Editorial review board.

EDITOR-IN-CHIEF:

- Dr. Dalia Kriksciuniene, PhD (Marketing Information Systems)

CO-EDITORS:

- Dr. Vesna Damjanovic, PhD (Management)
- Dr. Riteshkumar Dalwadi, MBA, FDP, PhD (Management)
- Dr. Suneel Sethi, PhD (Business Administration), MABC (USA), FIMM, MIMA, A-IIMA

EDITORIAL REVIEW BOARD:

- Dr. Aftab Alam, PhD (Business Administration)
- Dr. Alfred Riadi, PhD (Strategic Marketing)
- Dr. Alvin Chan, MBA, DBA (Business Administration)
- Dr. Anne-Flore Maman Larraufie, PhD (Business Admin)
- Dr. Bashir Ahmed Bhuiyan, PhD (Marketing)
- Dr. Bikramjit Rishi, MBA, PhD (Management)
- Dr. Claudia Cacia, PhD (Marketing & Communication)
- Dr. Devinder Pal Singh, PhD
- Dr. Gurmeet Singh, PhD (Marketing)
- Dr. M. Tariq Intezar, PhD
- Dr. Pierre McDonagh, MBA, PhD (Marketing)
- Dr. Rany Ibrahim, MBA, F.CIM, Ph.D (s)
- Dr. Sanjaya Singh Gaur, PhD (Management)
- Dr. Slavica Cicvaric Kostic, PhD (Marketing & Public Relations)
- Dr. Sofia Daskou, PhD (Marketing)
- Dr. Vandana Tandon, PhD (Services Marketing)
- Dr. Veena Tewari Nandi, PhD, MBA (International Marketing)
- Dr. Wu Zhiyan, PhD (Marketing & Consumer Research)

Why volunteering for IIMP®?

The IIMP® welcomes and recognizes the invaluable contributions from the volunteer members.

Volunteers at IIMP® are the foundational building blocks that allow us to achieve our organizational goals. The teams consist of over 500 professionals who are dedicated and committed to contribute to the advancement of global marketing community.



Sandra Pedro

Senior Public Relations, IIMP®

Testimony from Sandra Pedro

MSc. Communication Science, Universidade Autónoma de Lisboa (UAL)

- Dr. Dhiraj Sharma, PhD (Marketing)
- Prof. Dr. Christopher Preece, FCIQB, MCIM, FHEA, PhD (Construction Marketing)
- Prof. Dr. Devashish Bose, PhD (Marketing)
- Prof. Dr. Elena Cedrola, PhD (Marketing Research)
- Prof. Dr. Jane Peihsun Wu, PhD (Marketing)
- Prof. Dr. JD Singh, PhD (Marketing)
- Prof. Dr. Naushadul Haque Mullick, PhD (Marketing)
- Prof. Dr. Pacha Malyadri, M.Com., PhD, PGDCA
- Prof. Dr. Peter Yannopoulos, PhD (Marketing)
- Prof. Dr. V.V Gopal, PhD (Retail Management)
- Prof. Kunal Gaurav, MBA, PhD (Marketing Candidate)
- Prof. Ashish Bhalla, MBA (Finance & Marketing)
- Djordje Teofilovic Djordje, MBA, PhD (Marketing) Candidate
- Jacqueline Humphries, MBA (Marketing)
- Marija Jovic, MSc, PhD (Marketing) Candidate
- Tina Segota, PhD (Marketing Communication) Candidate
- Zahid Ali, MBA (Marketing), M.Phil

PUBLICATIONS MANAGEMENT TEAM:

- Zahid Ali, MBA (Marketing), M.Phil – VP Publications
- Tina Segota, PhD (Marketing Communication) Candidate – AVP Publications
- Marija Jovic, MSc, PhD (Marketing) Candidate – Editorial Director
- Sumardy Coffin, MBA – Art & Design Director
- Burak Eker, BS – Editorial Manager
- Cagdas Kanar, BS – Editorial Manager
- Dimitar Stoyanov, BA (International Business) – Editorial Manager
- Richard K. Achu, MBA, ACIM – Editorial Manager

Dear Volunteers,

I was invited, in 2011, to be part of the International Institute of Marketing Professionals (IIMP®). I was surprised and honored! From the first moment I believe that IIMP® can strengthening marketing as a global community by exploring its various dimensions and certifying its professionals after a rigorous process.

Why volunteering? The decision for volunteering was almost immediate. The possibility of being in direct contact with world-class marketing professionals, learning from them and be part of an international team focus in bringing the best practices across the globe are some of the reasons why one should volunteer.

Volunteering for what? My academic path has been on communication science and professional in journalism, public relations, marketing communications and outreach. An enriched professional path that can help IIMP® in disseminating its information and spread its word. These are the reason why I decided to volunteer as Public Relations at the Marketing and Communications Committee. It's being an incredible experience observing the growth of the IIMP® and its programs in the last three years. It has achieved so much with the effort of all teams of volunteers in 192 countries.

For those who have joined us, welcome to IIMP®! I believe that all of you will fulfill your goals as marketing professionals in empowering this worldwide community. To those that has a passion for marketing, who wants to be part of a great team, contribute to the growth of a global marketing community with common objectives, join us as volunteer at IIMP®. If you are looking for knowledge and challenges, IIMP® is the place for you!

Sandra Pedro, MSc Communication Science
Senior Public Relations, Marketing &
Communications Committee



DIGITAL ARCANUM



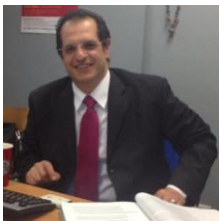
Prof. Dr. Robert E. Dratwa, Ph.D. (ABD)
SVP Magazine Publishing and Editor-in-Chief



Tariq Naeem, MBA
Country Manager Afghanistan



Linda Martins, MBA
Vice President Marketing and Communication for Canada



Prof. Dr. Tamer Abbas Awad, PhD
VP Academic Accreditation



Mahmoud Jafari, MBA
Country Manager for Iran



Dr. Vickram Aadityaa, DMS
VP Marketing and Communication for India



Dr. Anne-Flore Maman Larraufie, PhD
SVP Education



Solmaz M. Dehcheshmeh, MBA
Country Manager for Malaysia



Farhan Majeed, MBA
VP Marketing and Communications for Pakistan



Dr. Sidi Mohammed O Dhaker, PhD
AVP Business Strategy



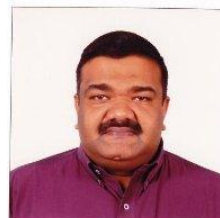
Bakhtiyor Kayumov, BA (Management)
Country Manager for Tajikistan



Prof. Dr. Sikder M. Anowarul Islam, PhD
VP Marketing and Communications for Bangladesh



Zahid Ali, MBA (Marketing), M.Phil
Vice President Publications Management



Anish Joseph Chungath, MBA, Country Manager for Burundi



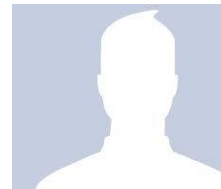
Saroj Luitel
Country Manager for Nepal



Prof. Dr. Dimitrios P. Kamsaris, PhD
SVP Academic Accreditation



Ahmed Suleiman Omer, BBA
Country Manager for Somalia



Atte Erik Akizuki Suhonen
Regional Director for Asia (Eastern Region)



Polina Shadman, MA
Associate Country Manager for Canada



Ehimare Osahon Uduvbolo
Country Manager for Poland