

Relationship Between Customer Perception About Csr

Managing Supply Chain Networks
Services Marketing
Sport Materials, Modelling and Simulation
E-Business Models, Services and Communications
Supply Chain Management
E-Commerce and Web Technologies
Customer Relationship Development
Effect of Service Encounter Pace on Customer Satisfaction
Advances in Computers
Consumer Behaviour in Tourism
Proceedings of the 2010 Academy of Marketing Science (AMS) Annual Conference
Relationship Marketing and Customer Relationship Management
Remote Service Technology Perception and its Impact on Customer-Provider Relationships
Customer Perception about Online Shopping, Tamilnadu
Comparison-Shopping Services and Agent Designs
Marketing Dynamism & Sustainability: Things Change, Things Stay the Same
Private Labels in India. An Analysis of Consumer Perception and Attitude
Risk Taking and Information Handling in Consumer Behavior
Proceedings of the 11th Toulon-Verona International Conference on Quality in Services
Challenges in Relationship Marketing
Contemporary Research in E-Branding
The Oxford Handbook of Organizational Climate and Culture
Effects of Reference Groups and Country of Origin on the Relationship of Service Quality Expectations and Choice of Brands
Your Customers' Perception of Quality
Consumer Perception of Food Attributes
Design for Six Sigma for Service, Chapter 8 - Brand Development and Brand Strategy
Internal Marketing
Forest Operations, Engineering and Management
Issues of Human Computer Interaction
Telecommunication Service and Experience Quality
Proceedings of the 2008 Academy of Marketing Science (AMS) Annual Conference
Proceedings of the 1997 Academy of Marketing Science (AMS) Annual Conference
Challenges in Information Technology Management
The Routledge Handbook of Hospitality Management
Performance Center Pilot Project
Emergent Strategies for E-Business Processes, Services and Implications: Advancing Corporate Frameworks
New Perspectives in Hospitality Management
Challenging in Delivering Quality Services: Balancing Customer Expectations and Perceptions in Airline Industry
Western European Consumer Perception of a Chinese Brand. An Examination of Huawei
Web Systems Design and Online Consumer Behavior

Managing Supply Chain Networks

Services Marketing

This work presents a comprehensive model of supply chain management. Experienced executives from 20 companies clearly define supply chain management, identifying those factors that contribute to its effective implementation. They provide practical guidelines on how companies can manage supply chains, addressing the role of all the traditional business functions in supply chain management and suggest how the adoption of a supply chain management approach can affect

business strategy and corporate performance.

Sport Materials, Modelling and Simulation

With the rapid advancement in information technologies, e-business is rapidly growing in significance and is having a direct impact upon business applications and technologies. E-Business Models, Services and Communications provides researchers and practitioners with valuable information on recent advances and developments in emerging e-business models and technologies. This book covers a variety of topics such as e-business models, telecommunication network utilization, online consumer behavior, electronic communication adoption and service provider strategies, and privacy policies and implementation issues.

E-Business Models, Services and Communications

Supply Chain Management

E-Commerce and Web Technologies

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This volume includes the full proceedings from the 2008 Academy of Marketing Science (AMS) Annual Conference held in Vancouver, BC, Canada.

Customer Relationship Development

Human Computer Interaction (HCI) has its roots in the main areas of industrial engineering, human factors and cognitive psychology with the focus on the development of user-friendly IT. Traditionally, the research in this area has emphasised

the technological aspect of this relationship (the Computer). More recently, other aspects concerning the organizational, social and human context also began to be considered (the Human). Today, one can say that any attempt to facilitate the relationship between the machine and the user must consider not only the technological perspective (e.g., promote the usability) but also, for instance, the way the user is going to use the technology and his or her purpose as well as the social and cultural context of this use (the Human and the Computer).

Effect of Service Encounter Pace on Customer Satisfaction

The Oxford Handbook of Organizational Climate and Culture presents the breadth of topics from Industrial and Organizational Psychology and Organizational Behavior through the lenses of organizational climate and culture. The Handbook reveals in great detail how in both research and practice climate and culture reciprocally influence each other. The details reveal the many practices that organizations use to acquire, develop, manage, motivate, lead, and treat employees both at home and in the multinational settings that characterize contemporary organizations. Chapter authors are both expert in their fields of research and also represent current climate and culture practice in five national and international companies (3M, McDonald's, the Mayo Clinic, PepsiCo and Tata). In addition, new approaches to the collection and analysis of climate and culture data are presented as well as new thinking about organizational change from an integrated climate and culture paradigm. No other compendium integrates climate and culture thinking like this Handbook does and no other compendium presents both an up-to-date review of the theory and research on the many facets of climate and culture as well as contemporary practice. The Handbook takes a climate and culture vantage point on micro approaches to human issues at work (recruitment and hiring, training and performance management, motivation and fairness) as well as organizational processes (teams, leadership, careers, communication), and it also explicates the fact that these are lodged within firms that function in larger national and international contexts.

Advances in Computers

Providing the insight and tools needed to improve the perception your customers have about the quality of your product or service, Your Customers' Perception of Quality: What It Means to Your Bottom Line and How to Control It introduces a ground-breaking model for measuring the impact of quality perception on your bottom line. Allowing you to look

Consumer Behaviour in Tourism

Web Systems Design and Online Consumer Behavior takes an interdisciplinary approach toward systems design in the online environment by providing an understanding of how consumers behave while shopping online and how certain system

design elements may impact consumers' perceptions, attitude, intentions, and actual behavior. This book contains theoretical and empirical research from expert scholars in a number of areas including communications, psychology, marketing and advertising, and information systems. This book provides an integrated look at the subject area as described above to further the reader's understanding of the linkage among various disciplines inherently connected with one another in electronic commerce.

Proceedings of the 2010 Academy of Marketing Science (AMS) Annual Conference

Book Description : 1. QoS and QoE Theory 2. Procedure of Key Performance Indicators Determination 3. Details of QoS parameters in the various International Standards 4. QoS Measurement 5. Availability & Reliability Calculation 6. Network Availability and Network Accessibility in Cellular Network 7. Telephony Service QoS 8. Short Message Service QoS 9. The Internet Service QoS

Relationship Marketing and Customer Relationship Management

"This book investigates the effects of the evolution of comparison-shopping techniques and processes with the ready availability of online resources over the past few years"--Provided by publisher.

Remote Service Technology Perception and its Impact on Customer-Provider Relationships

Online Shopping is a current occurrence which has developed a great importance in the modern business environment. The evolution of online shopping has opened the door of opportunity to exploit and provide a competitive advantage over firms in this era. This paper analyzed the customer perception of online shopping. The research aims to provide the present status of online shopping and explores the factors that influence the customer perception about online shopping. The Study provides insights into consumers' online shopping behaviors and preferences based on the customers' perception. Internet has created opportunities for firms to stay competitive by providing customers with a convenient, faster and cheaper. Privacy and security risk emerges frequently as a reason for internet shopping. Shopping convenience, immediate possession, information seeking, social interaction, and variety affects the consumer perception towards online shopping.

Customer Perception about Online Shopping, Tamilnadu

Doctoral Thesis / Dissertation from the year 2017 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 4.0, Jain University, language: English, abstract: Service sector is highly

impacted with the fourth industrial revolution. Technology is back bone of most services today. Technology is blurring the characteristics of services like inseparability, perishability and for sure variability. Banking a most transacted service is no different. The relationship of service quality expectations with choice of brand is well established, but in highly competitive environment where general service quality attributes are almost non- variable, it becomes important to understand what other constructs influence the service brand choices. We in this paper attempted to explore how reference groups or country of origin influences the choice of service brands. The service quality expectations are derived from the service perceptions of existing customers and word of mouth. Word of mouth is more impactful when it comes from friends and family or people with likeliness in needs of consumption. This paper attempts to establish the possible relationship of reference groups influence on service expectations and choice particularly focusing on the normative and comparative influence. It also attempts to check if country of origin which is so predominant in goods, influences the brand choice for services. The empirical study was initiated with a survey conducted on convenient sample across India on questions developed from marketing scales relating to the construct of service expectations, reference group influence, country of origin of two pre- tested banks having most mind share, one a private player another a foreign bank operating in India and lastly the choice of brands amongst the two. The respondents had to rate both the banks, private and foreign, so that the perceptions can be dissected. To analyze SPSS was used to supplement the descriptive statistics with the theory of moderation and mediation to gauge the kind of influence several reference group factors on country of origin have on the established relationship of service expectations and choice of brands. We noticed through the descriptive study that while assurance and trust continue to weigh high as quality dimensions for most respondents. It is also observed that people make a choice primarily because of “Empathy” dimension of SERVQUAL. Study also revealed that there is a significant relationship between SQE and RGI and which is well moderated by age.

Comparison-Shopping Services and Agent Designs

Marketing Dynamism & Sustainability: Things Change, Things Stay the Same

The following is a chapter from Kai Yang's Design for Six Sigma for Service. This comprehensive handbook aggressively tackles the difficulties involved in applying rigorous Six Sigma statistical methods to service environments. It delivers solid, effective solutions that can help your organization achieve measurable gains in customer satisfaction, cost reduction, value improvement, change management, and process performance. Featuring detailed design guidance and valuable tips, this book provides the specifics you need to create product value through improved service practices.

Private Labels in India. An Analysis of Consumer Perception and Attitude

Hospitality is an industry characterised by its complex nature and numerous sectors including hotels, hostels, B&Bs, restaurants, pubs, nightclubs and contract catering. However, despite its segmentation, there are key issues that are pertinent to all subsectors. The Routledge Handbook of Hospitality Management adopts a strategic approach and explores and critically evaluates current debates, issues and controversies to enable the reader to learn from the industry's past mistakes as well as future opportunities. Especially relevant at a time when many sectors of the industry have to re-evaluate and reinvent themselves in response to the economic downturn the Handbook brings together specialists from both industry and academia and from a range of geographical regions to provide state-of-the-art theoretical reflection and empirical research. Each of the five inter related sections explores and evaluates issues that are of extreme importance to hospitality organisations, many of which have not been adequately explored before: external and internal customers, debates surrounding finance, uncertainty risk and conflict, sustainability, and e-Hospitality and Technology. This book is an invaluable resource for all those with an interest in hospitality, encouraging dialogue across disciplinary boundaries and areas of study. It is essential reading for students, researchers & academics and managers of Hospitality as well as those of Tourism, Events, Marketing, and Business Management.

Risk Taking and Information Handling in Consumer Behavior

This book "provides a succinct outline of the most recent thinking and practice in the area, as well as offering an appreciation of the diverse ramifications of sound internal marketing strategy. The text begins by defining what internal marketing is and how it can work, and from this foundation: outlines state-of-the-art thinking and practice ; demonstrates how internal marketing can be used to facilitate such diverse strategies as TQM, new product development and knowledge management ; highlights the techniques managers need to understand in order to use internal marketing effectively within their organizations. The book contains a wide range of international examples and best practice cases from companies such as Pearl Assurance, Sears, ARCO, Aydlotte & Cartwright Inc., Barclays, Barnado's, First Union and Thomas Cook. These place the theory in a firmly practical context and demonstrate cases of best practice within a variety of industries." - back cover.

Proceedings of the 11th Toulon-Verona International Conference on Quality in Services

Stefanie Paluch employs multiple qualitative methods to explore the perception of remote services and its impact on customer-provider relationships in USA, Germany and Sweden. She develops a comprehensive model about customers' holistic remote service experience and derives theoretical propositions that reflect main influence factors.

Challenges in Relationship Marketing

Contemporary Research in E-Branding

Advances in Computers covers new developments in computer technology. Most chapters present an overview of a current subfield within computer science, with many citations and often include new developments in the field by the authors of the individual chapters. Topics include hardware, software, theoretical underpinnings of computing, and novel applications of computers. This current volume emphasizes the role of the internet, the world wide web and other aspects of a distributed computing environment. Open source development as well as computing for the handicapped are additional important topics. Key Features: In-depth surveys and tutorials on new computer technology Well-known authors are researchers in the field Extensive bibliographies with most chapters Important chapters on new technologies for software development: open source development and the technology needed to use the web for electronic commerce In-depth surveys and tutorials on new computer technology Well-known authors are researchers in the field Extensive bibliographies with most chapters Important chapters on new technologies for software development: open source development and the technology needed to use the web for electronic commerce

The Oxford Handbook of Organizational Climate and Culture

This volume includes the full proceedings from the 1997 Academy of Marketing Science (AMS) Annual Conference held in Coral Gables, Florida. The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy, consumer behaviour, global marketing, advertising, branding, marketing education, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Effects of Reference Groups and Country of Origin on the Relationship of Service Quality Expectations and Choice of Brands

Findings suggest that the post-process stage of the service encounter presents the greatest opportunity for reducing duration. They also indicate that a greater potential exists in less upscale service environments to reduce duration, particularly during the pre-process stage of the service encounter.

Your Customers' Perception of Quality

Consumer Perception of Food Attributes

Consumer Behaviour in Tourism takes a broad view of tourism and looks at consumer behaviour in a number of sectors including: * tour operation * tourist destinations * hospitality * visitor attractions * retail travel * transport Now fully revised and updated, the second edition of this bestselling text looks provides an international perspective on consumer behaviour in tourism through the use of numerous examples and case studies drawn from a range of different regions of the world; an exploration of national differences in consumer culture; the dissemination of research findings and concepts from a number of different regions of the world. This second edition includes new chapters on ecotourists, destination image and choice, terrorism and the tourism market, the internet and tourist behaviour and the rise of the no frills markets. It also includes new material on health concerns and government travel advice, events and festivals, business travel, national and cultural differences and more. Each chapter features conclusions, discussion points and essay questions, and exercises, at the end, to help tutors direct student-centred learning and to allow the reader to check their understanding of what they have read. Cases include: Las Vegas, Nevada, USA; Currency exchange rates as a determinant of tourist behaviour; The adventure tourism market in the USA and New Zealand; The Chinese tourism market; The Islamic tourism market; The impact of terrorism on tourist behaviour; The health tourism market including cosmetic surgery tourism; The UK outbound market; The international conference market; Travellers experience websites; The international theme park market; The festivals and events market around the world 'Dark' tourism

Design for Six Sigma for Service, Chapter 8 - Brand Development and Brand Strategy

USE KNOWLEDGE AND INNOVATION TO MAXIMIZE VALUE FROM TODAY'S SOPHISTICATED, FAST-CHANGING SUPPLY NETWORKS Build integrated, complementary supply networks that work together to win Accelerate the cycle from needs identification to product/service launch to customer experience Create long-term strategy adherence to the business that competes in fluid environments Leading companies are developing powerful new techniques for managing today's complex, fluid supply networks. Now, Alexandre Oliveira and Anne Gimeno help you apply these techniques to embed greater agility, resilience, speed, and intelligence throughout your own supply chain network. Oliveira and Gimeno review how supply chains have changed, how they will change, and the radically new challenges and opportunities arising from these changes. Next, they show how to drive value by capturing and sharing your network's knowledge far more effectively, and using it to drive innovations that strengthen the entire network. Going far beyond previous models, they guide you in improving interactions across all knowledge areas, functional supply chain building blocks, business structures, tactics, and external

elements—including suppliers, customers, service providers, competitors, and non-competitors. Today, individual companies don't compete: their supply chain networks do. Winning businesses must be capable of sensing and anticipating market shifts, and rapidly aligning their networks in response. In a word, their networks must be wiser. In this guide, leading practitioners Alexandre Oliveira and Anne Gimeno show how to embed actionable wisdom throughout your own complex supply network. You'll learn how to create multi-company structures that promote the long-term success of your entire network, and how to accelerate innovation by leveraging knowledge and ideas from all network sources. Using practical examples, Oliveira and Gimeno demonstrate how to evolve more resilience and elasticity, building a network that can respond more quickly and coherently to any new risk, opportunity, problem, or trend. Managing Supply Chain Networks is invaluable to any strategist, executive, manager, or advanced student who wants to drive greater value and competitiveness from a complex supply chain network. PRESENTING AN EVOLUTION TO PORTER'S FIVE FORCES MODEL Detailing how to add value to shareholders and stakeholders in highly competitive business environments BUILDING INNOVATION-ENABLED KNOWLEDGE LEADERSHIP INTO YOUR NETWORK Strengthening long-term knowledge development and retention across your network IMPLEMENTING MECHANISMS THAT INCREASE NETWORK RESPONSIVENESS Optimizing connections, architecture, functions, and human interactions MANAGING RISK MORE SUCCESSFULLY IN NETWORK ENVIRONMENTS Transcending limited "firm-centered" risk management strategies PROMOTING GREATER COLLABORATION ACROSS YOUR NETWORK Using visibility, vendor selection, culture, governance, and other methods

Internal Marketing

Presenting a dramatic shift in the way marketing is viewed and how its value is determined, this diverse resource focuses on the retention of customers through excellent customer service. Attending to the "4 Ps" of marketing, the guidebook addresses the ways in which a marketer can make decisions with the customer's perspective as the priority. With strategies both for one-to-one marketing and for mass customization, this critical handbook offers information for today's ever-adapting business environment.

Forest Operations, Engineering and Management

New Perspectives in Hospitality Management is a unique collection of articles that represent the very highest level of scholarship in the sphere of hospitality research. The articles published in this collection identify some emergent themes that have subsequently established themselves as key trends among academics in the field.

Issues of Human Computer Interaction

"This book presents a collection of research associated with the emerging e-business technologies and applications, attempting to stimulate the advancement of various e-business frameworks and applications, and to provide future research directions"--Provided by publisher.

Telecommunication Service and Experience Quality

Master's Thesis from the year 2014 in the subject Business economics - Trade and Distribution, grade: 1,0, King`s College London (Lau China Institute), language: English, abstract: In the last decade China's economic role has changed considerably. The rise of China is concomitant with the emergence of many giant Chinese corporations. Those corporations are dominating rankings of largest companies worldwide. To reinforce their economic position, Chinese companies aspire to build their own global brands, but few have been successful so far. This research paper seeks to provide an in-depth analysis of Huawei's current brand positioning in Western Europe. To what extent has Huawei been able to create a popular brand? How are Huawei's smartphones perceived in comparison to other global smartphone brands? How effective is Huawei's branding strategy? Is the Huawei brand as a Chinese brand encumbered with country-of-origin effects? To answer these questions, the author applied a mixed methods approach comprising of an online questionnaire and interviews, which have been conducted from June to July 2014. The objective of the questionnaire is to depict the big picture of the Huawei brand among Western European consumers, while the interviews aim to explore relevant issues mentioned in the questionnaire. The main findings show that Huawei's brand is not an established brand at the present moment, but rather is in a transitional stage. Huawei is perceived to have smartphones with an appealing design and sophisticated technological components, but overall lacks strong and succinct associations in comparison to other smartphone brand leaders. In addition, the COO impact and isolated branding approaches result in an ineffective brand strategy, which highlights Huawei's need for a precise and consistent brand management.

Proceedings of the 2008 Academy of Marketing Science (AMS) Annual Conference

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This volume includes the full proceedings from the 2012 Academy of Marketing Science (AMS) Annual Conference held in New

Orleans, Louisiana, entitled Marketing Dynamism & Sustainability: Things Change, Things Stay the Same.

Proceedings of the 1997 Academy of Marketing Science (AMS) Annual Conference

Provides a short, clear and useful guide to interpretation of renal biopsy specimens.

Challenges in Information Technology Management

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This volume includes the full proceedings from the 2010 Academy of Marketing Science (AMS) Annual Conference held in Portland, Oregon.

The Routledge Handbook of Hospitality Management

This book is a printed edition of the Special Issue "Forest Operations, Engineering and Management" that was published in Forests

Performance Center Pilot Project

Provides research on the emergent issue of the Internet as a central organizing platform for integrating marketing communications.

Emergent Strategies for E-Business Processes, Services and Implications: Advancing Corporate Frameworks

Intended for any business or marketing manager who wants to increase the speed with which they can demonstrate a return on their marketing spend, it is also an insightful and provoking text for any student of marketing.

New Perspectives in Hospitality Management

Food credence attributes are food features that are difficult to verify even after consumption. Consumers, today, are concerned about many food credence attributes, including animal rights, contamination risk, fair trade practice, genetic modification, geographical origin, and organic farming. For the past several decades, many scholars have analyzed the value consumers place on credence attributes and have reported that consumers will pay a premium for foods with these desirable properties. In addition, their studies reveal that individual consumers place greater importance on some credence attributes than others. For example, some are seriously concerned about animal welfare, while others are solely concerned about food safety. One of the objectives of this book is to summarize recent empirical findings from scholarly works on how consumers value food credence attributes. Such knowledge would benefit producers, processors, retailers, and policy makers. Another objective of this book is to discuss the effectiveness of the programs that have been introduced to strengthen the relationship between producers and consumers. Many programs have been developed to more effectively inform consumers regarding food production processes.

Challenging in Delivering Quality Services: Balancing Customer Expectations and Perceptions in Airline Industry

Doctoral Thesis / Dissertation from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , course: Ph. D., language: English, abstract: Private Labels occupy a significant share of organized retail in Europe and United States. With recent growth of organized retail in India Private Labels also emerged in Indian retail landscape. Though private labels arrived in India long back but still Private Labels have not picked up in India, the way they have picked up in other countries. Many of the Indian retailers like Shoppers Stop, Future Group, Tata's Croma and Aditya Birla Retail's More, Spenser's etc are relaying on Private Label strategy in a big way as consumers seek quality products at affordable prices. Besides, rapid technological and socio-economic changes over the last decade have affected the buying behavior of consumers, forcing retailers to innovate and build new brands (private brands/ store brands) across different categories and various price points to attract more buyers to their stores. They have not only created new labels but have customized and localized those products to suit Indian tastes. Private Labels have attracted attention of researchers from the western world for a long period of time. In India even after introduction of Private Labels by retailers very few studies have been conducted to understand different dimensions like introduction and management of Private Labels by retailers and adoption by Indian consumers. The book presents an analysis of consumer perception and attitude towards Private Labels in India which is the outcome of study conducted in NCR region in India during 2008 - 2010.

Western European Consumer Perception of a Chinese Brand. An Examination of Huawei

Bachelor Thesis from the year 2012 in the subject Business economics - Operations Research, grade: A, King`s College London, language: English, abstract: Norwegian airline operator has been offering airline services for quite a long time, frequently among the Scandinavian countries. However, the condition for service quality has been deteriorating for the last couple of decade. Despite the many researches done to dig out the factors that could be adjusted to favour service quality, not much has been seen to change. This study was aimed at conducting an exploratory survey in the grounds of the Norwegian company to find out the recommendations for the company`s quality service. We issued self-governed questionnaires to the customers at the waiting room, who were rather waiting for flight take off. A focus group discussion was also conducted by the group to engage the passengers in a dialogue that involved customer service quality expectations and perceptions. During the survey period which took six days, we interacted with the customers and show them the need for their genuine response towards the questions asked. A well elaborated questionnaire was distributed to the customers who answered them as they awaited the operator services. The customers answered the questions at their own pace, giving their opinions independently. The sampled population was made-up of 120 customers taking on flights among the Scandinavian countries at Oslo Airport. The answers were analysed and deductions made from the analysis. The services expected offered by the company were rated along with the customers` expectations and that was what could only measure customer satisfaction for services offered by Norwegian airline service. SERVQUAL system was used to calculate the relationship between customer expectations and perceptions. Some mathematical implications of mean and standard deviations also added some weight on the relationship between the company`s present status and customer perception.

Web Systems Design and Online Consumer Behavior

Volume is indexed by Thomson Reuters CPCI-S (WoS). The goal of this special collection, with its more than 153 peer-reviewed papers, was to provide a forum within which researchers, educators, engineers, and government officials involved in the general areas of Sports Materials, Modeling and Simulation could disseminate their latest research results and exchange views on future research directions to be taken in these fields.

[ROMANCE](#) [ACTION & ADVENTURE](#) [MYSTERY & THRILLER](#) [BIOGRAPHIES & HISTORY](#) [CHILDREN'S](#) [YOUNG ADULT](#) [FANTASY](#)
[HISTORICAL FICTION](#) [HORROR](#) [LITERARY FICTION](#) [NON-FICTION](#) [SCIENCE FICTION](#)