

Identify and rank marketing component of effective relationship on the loyalty of travelers (case study: The Airline companies in the city of Shiraz)

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Abstract

In recent years, the activity of the airline company over the world has increased. Societies needs to these companies's services increase more than past; and people expect better service and a more varied from these airlines company. In these circumstances, the importance of maintaining the loyalty of present customers and attract new customers to the airline company is undeniable. Therefore, the main objective of this study is to identify and rank marketing component of effective relationship on the loyalty of travelers of airline companies in Shiraz city. In this regard, first, based on the opinions of specialists and experts in the airline companies identified marketing components of effective relationship on the loyalty of travelers in the form of 5 main criteria including tangible factors, trust, being responsive, and empathy and behavioral factors and 34 index. Information collected from 312 travelers of airline companies using questionnaire containing the relevant questions. The results of the statistical analysis using SPSS software version 19 showed that there is a significant relationship between all the factors identified and loyalty. Continue using the version 11 Expert Choice software to rank these factors. The overall result represents the priority of research main factors effective on travelers' loyalty include the trust factors, behavioral factors, being responsive, tangible factors and factors of empathy respectively.

Key words: a relationship marketing, customer loyalty, relationship-marketing component include tangible factors, empathy, being responsive, behavior.

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Introduction

Loyalty in customers is concept that in today business considered due to loyal customers become main component of organization success (Elahi Vahidi 154:1387). Loyalty means behavior commitment to buy a product or service in the future (Challarsia, Luis and Bigne 280:2009). Loyal customer is a person that buy goods and service from one vendor repeatedly, has positive attitude toward him and base on this recommend purchase from him to all relatives (Rezai Dizgah and Salehi Kord Abadi 111:1388). Loyal customers have many advantages. They usually help organizations to determine prediction flow of sales and profit, tend to increase organization income, buy surplus goods and service. In addition, customer familiar with organization brand more probably tell about it to their friends and relatives and consider in feedback circulation and product assess (Elahi et al 154:1387). In the past customers rarely request or were able to lose product or consumption brand; however today in twenty first century, this issue has changed. Companies and brands in today market compete with enmity with each other, since holding market share is very difficult issue and they consider obtain more share is impossible (Keiningham, Varra, Aksoy and Henri). This issue pointed relationship marketing. Relationship marketing nowadays is important issue that some claim it is new paradigm for marketing theory (Tadajeski 122:2009). Shiraz city is one of tourist center in national and international level in Iran. This city due to approximation to Takht Jamshid, annually is host of many domestic and foreign tourists. In addition, Shiraz has proper weather and valuable potential (Hadiani, Ahad Nejad, Kazemi Zad and Ghanbari 111:1391). Shiraz city yet as one of apt setting of tourism in Iran, due to unique, culture, religion, and natural features in different historical era in national and international level has high capacity to attract tourists. Today, people request to travel by airplane increase significantly than past. Therefore, competitions increase between airline companies. In this regard, airplane companies can provide useful service and remarkable, in addition to keep customers and attract new customers, cause ease of domestic and foreign tourist travel. Because of the importance of this issue in the discussion of the marketing, this research try to identify the factors of relationship marketing effective on loyalty of airline company passengers in Shiraz and rank these factors. Thus, company with more knowledge on the issue can keep its customers and turn them to loyal customers.

Issue statement

Nowadays, understanding and forecast of the customer needs for economic enterprise has particular importance. Customers as the key and basic factor in its survival play a role and all the goals, strategies and resources is to attract customers and maintaining them. Maintaining and enhancing customer loyalty for the company, which concern maintains its competitive position and development market considered as strategic challenge (Hamidi Zade and Ghamkhari, 62:1387). Relational marketing include activities in order to develop long-lasting and cost-effective communication between organizations and its clients, in order to create mutual benefit for both sides (Taj Zade Namin, 198:1382). This concept first introduced by Leonardo and spread by other scholars.

Hence, to keep aware customers of today, producers and especially managers and marketers must increase their awareness of the needs and behaviors of their customers. Effective communication in today's business world is the main sponsor of the survival of producers of goods and services and the foundation of marketing strategy. Travel and tourism today is the world largest and varied industry in terms of destination and travel purpose and travel vehicle. People travel due to numerous reasons and their destinations determine by the purpose of the travel. In the meantime, travel means also determine due to the above cases, as well as the possibilities and limits of a place and time. Trips generally are due to commercial, recreational, religious and seeing friends and relatives. In the meantime, the role of travel agencies as starters of the relationship between passengers and travel components such as travel vehicle, inhabitation place during travel etc are very important and vital. (Researcher findings)

By promoting people's day-to-day life level, demand for travel by plane increases, on the other hand, the growing competition among airlines increased significantly compared to the past. The dynamics of economic and competitive forces always lead to changes in the relationship between customers and airline. Therefore, strive to identify the expectations and demands of passengers from an airline company and at the same time evaluating the level of satisfaction of the same passengers from current services of company to enhance quality of service levels is necessary and needed issue. (Venus and Madadi Yekta, 4:1384). In this context, the present study considers identifying and rank relationship marketing components affecting the loyalty of travelers in airline companies.

Objectives of the research

Overall goal of this research is "to identify and rank marketing relationship component affecting travelers' loyalty". Case study: Shiraz Aircraft Corporate Passengers

In line with the original target, there are following subsidiary objectives.

1. Identify the components of a marketing relationship, affecting passengers' loyalty to Airline Company.
2. Provide a relationship marketing strategies, in order to enhance customer loyalty.
3. Rank marketing relationship components affecting the loyalty of travelers and identification of the most important factors affecting the passengers' loyalty of Airline Company.
4. Increase awareness of the airline company and the Civil Aviation Organization in connection with the introduction of effective component, on the quality of services and affecting the loyalty of travelers.
5. Identify the location and position of the Shiraz city tourists.

History review of research

Relationship marketing concept

The concept of a relationship marketing defined for the first time by Barry in 1983, in the context of the services Organization as the strategy of attract, maintaining and enhancing relationships with customers. (Berry, 1983)

Philip Cutler defines Marketing relationship as relationship marketing: "relationship marketing consists of creating, maintaining and strengthening the strong relationship with clients and other group interest". (Cutler and Armstrong, 1385: 790)

A variety of models exists for relationship marketing that summarized in table 1, to introduce the components of each of these models:

Table 1, relationship marketing component

Component title	Reference
Trust	Skanzuni 1979, Morris et al 1998, Morgan and Hant, 2003, Tahir Rashid 2003, Cin et al 2005, Duisi and vah 2005, Lages et al 2006
Commitment	Skanzuni 1979, Morris et al 1998, Morgan and Hant, 2003, Tahir Rashid 2003, Duisi and vah 2005, Lages et al 2006
Communication	Morris et al 1998, Tahir Rashid 2003, Cin et al 2005, Duisi and vah 2005, Lages et al 2006
Advertise	Skanzuni 1979, Morris et al 1998, Cin et al 2005
Satisfaction	Tahir Rashid 2003, Lages et al 2006
Empathy	Tahir Rashid 2003, Cin et al 2005,
Conflict management	Duisi and vah 2005,
Collaboration	Lages et al 2006
Social link	Tahir Rashid 2003
Mutual relationship	Cin et al 2005
Long term perspective	Skanzuni 1979
Loyalty to commitment	Tahir Rashid 2003
Common Value	Tahir Rashid 2003
Good experience	Tahir Rashid 2003

Loyalty definition

Customer continues to buy is a loyal customer. Customer loyalty appears when he has experience of communication with company. In another word, loyalty is similar to friendship, in that, friends due to experience from each other, so they remain loyal. There is no theoretical agreement about what exactly "loyalty" means; or whether how to measure it (Cheng 2011).Oliver defines loyalty: "loyalty is a strong commitment to purchase product or superior service again

in the future”, to buy the same mark or service despite the efforts of a relationship marketing potential competitors, and its effects. (Hamidi Zade et al, 1388)

Tourism issue

Today, tourism is one of the main sources of national income of developed and some of developing countries. In this regard, first level countries in tourism industry, anyone base on to present potential of self country provide essential factor and ground to develop tourism and by investment in this industry, now, observe results of their effort and they has most share than other countries. According to world economy experts forecast, tourism industry in 2000 to 2020 can be useful world industry and even it move more than oil and car and it considers as three world main industry. Therefore, countries consider tourism as profitable economic activity. This phenomenon in short term could assign great part from world currency. World tourism Organization prediction proves that average income of tourism country in 2020 will be 50 milliard dollars. Comparison of countries acquire their main economic source from tourism with Iran that rely on oil income, shows the economic importance of tourism development. In this regard, Shiraz city as a main tourism capable position, due to unique historical, religious and natural features during different historical periods in national and international level has high capability to attract tourists, however, due to growth of this operations, this city similar to Iran, could not find appropriate position. This city despite many capabilities and tourism attraction, yet unfamiliar for foreign tourists, also domestic tourism is unfamiliar with it (Hadiani et al 112:1391).

Theoretical framework

As you observe in figure 1, research analytical model is in a way to be researcher's Guide to collect and analyze information; therefore, it presented as a model.

The innovation of this research is that unlike most of the previous research, the model designed and had used before, through interviews with specialists and experts had been working for the airline company to identify marketing relationship factors affecting passengers' loyalty of Airline Company. Concisely and without taking a subset of each of these factors, research model become Figure 1.

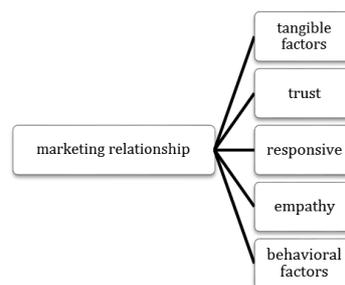


Figure 1- Research analytical model

Research questions

1. What are relationship marketing components affecting customer loyalty?
2. is there a significant relationship between marketing relationship component and customer loyalty?
3. What are the priorities of relationship marketing component?

Research methodology

This study in method is a survey-descriptive method, and in terms of the aim is functional. Research called functional since it can be used for solving the social issues.

Data collection tool

Methods of data collection in this study according to the type of research stage are different. In sum, three methods of observation, interviews, and archive used to collect data and information on this research. In theoretical stages of research, theoretical study and archives of library resources used to obtain information about the research. As well, comments from experts and professors of the University through the Internet letters or face-to-face interviews used in some cases. The present human sources in the airlines company also were other useful sources of information that with the visit and interviews with them, in various stages of doing research, valuable information obtained. In addition, field research data obtained by distributing questionnaires.

Information analysis technique

Analysis of hierarchal process (AHP)

Analysis of hierarchal process is one of most popular techniques of multi index decision-making invented by Tomas L Saati in 1970s. This procedure when confront decision making function with multiple decision-making options and index, can be useful. Index can be quality or quantity, basis of this procedure is on pair comparisons (Delbari and Davudi, 1391).

Identification of Expert Choice software

EC software designed for the analysis of multiple criteria of decision-making issues using hierarchical analysis process technique. This application has many abilities. In addition to the hierarchical chart design decisions and design

questions, determine the preferences and priorities of the final load and ability for the sensitivity analysis to make decisions to changes in the parameters of the issue. Most importantly, it provides many charts and proper graphics for the results and profit performance and simple communication with user.

Definition of variables

Key words of this research include a relationship marketing, customer loyalty, customer satisfaction. Relationship marketing component include tangible factors, empathy, being responsive, behavior.

Conceptual vocabulary definition

1. Relationship marketing: according to the definition of Gronrose (1997), relationship marketing is a process, consisting of the parts, operators, and goals, which have been adapted, with each other. It is important to realize the promise of a two-way interaction.

2. Customer loyalty: Richard Oliver define loyalty: "maintain a deep commitment to purchase or choose to continually the product or service in the future that the same brand or product be purchased, despite the potential impacts and marketing efforts of competitors. (Hajji Karimi, 1384)

3. Tangible factors: tangible factors received through the senses. In other words, what they perceived in appearance and senses.

4. Trust: according to the Oxford dictionary definition of trust, i.e. "ability to rely and comfort level of trait of a person or a thing or a phrase 'correctly'. (Javanmard and Sultan Zade, 1388)

5. being responsive: accountability is the equivalent of being responsible and does the concept that every human being and the owner has option to answer, based on the possession you assigned, you should be responsible and responsive to work against it.

6. Empathy: empathy being ready for something, person experiencing at the same moment, or are currently. When we let one in front of us, simply be self, without the values, judgment and our decisions beyond, empathy created.

7-behavior: behavior is a response of the organism to external stimuli. In other words is that reaction behavior against an act or action of the living organism to external lift engineering.

In this research the purpose of the behavioral dimension, how to deal with organization staff with the customer, to attract customers more trust. How personnel deal with customers has a very strong impact to create and increase customer loyalty.

Operational definition of the vocabulary

1. Relationship marketing: relationship marketing is process of identify and create, maintain, enhance, and where necessary put an end to relations with customers and other stakeholders is. (Cobos, Wang and Okumus 423:2009)

2. Customer loyalty: it is combination of the customer positive sentiment towards the company's service and desire to buy from the company again. (Lai, 2006)

To summarize loyalty is the behavioral commitment to the purchase a product or service in the future. (Kalarisa et al, 280:2009)

3. Communication: it refers to the ability to provide timely and reliable information (Dubisi, vah and Dubisi 226:2007)

Population

Population in this research is the company's aircraft passengers in Shiraz, which they select at random.

Sample method

In this research due to the large number of people who use the services of an airline company, questionnaires give to the subjects randomly.

Determination of sample size

If the variables (questions) type valued by a space scale, and size of the great society (unlimited), equation 1 used to determine community size. (Momeni and Faal Qaiyumi, 219:1386)

Equation 1

$$n = \left[\frac{z_{\alpha} \times \delta}{\epsilon} \right]^2$$

In this equation, Z is the standard normal probability value, α error level, σ standard deviation and ϵ Max error.

If quantification of variables permitted (for example, for a Likert average of five options, define the values 1 to 7), equation 2-3 estimates the standard deviation. (Momeni et al, 219:1386)

$$\delta \approx \frac{\max(x_i) - (x_i)}{6}$$

Equation 2

For example, if use a range option of seven Likert (similar to this research) and give the values of 1 to 7, in this case, biggest value is 7 and smallest is 1, and standard deviation equal one.

In this study, replace the standard normal probability values, (1.96), SD (1) and maximum error (0.10) the number of sample members is 384.

Research findings

In this research, unlike previous research that used preset model, through interviews with experts and employees of the aviation company, 5 main components along with a subset of these components of each of them referred in table 2.

Table 2 components of effective relationship marketing on loyalty of airline company passengers

Tangible factors	Staff appearance, comfortable seat and enough space, offering videos - newspapers-magazines or books, food services, clean and proper WC, aircraft type or year built new or old.
	provide enough information about flight status during flight, proper displacement and delivery times, not cancel flights, timeliness (having no delay) flights, the flight schedule check by phone, reserve possibility and buy ticket by Internet, proper airline performance and track record in the area of safety.
Being responsive	quick response to apply and meet the needs of travelers by the crew, providing a fast alternative facilities and programs in the event of a delay or cancellation of the flight, the flight crew provide quick services, suitable number of flight crew, proper website to answer customers, enough information booth and serve, having flight network in international level, logical and clear costs
Empathy	Attention to individual passengers, intimate behavior of crew, best overnight services, seriousness and speed to handle customer complaints and problems
Behavioral factors	Proper behavior with customer, correct guidance of customer, trying to fix the customer's requirements, accelerate the tasks assigned, dignity and hospitality of staff personnel, passionate communication with the customer, explicitly and honesty in dealing with the client, attract client trust, being patient in hearing talk of the client

To determine the frequency distribution of data statistical test of kolmogrooph - smirnooph used due to normal data of this research, parametric statistical tests used. With analysis of SPSS software, significant level for all agents obtained more than 0.05 and 95% being the normal distribution of the data are accepted.

According to the normal data distribution, in order to identify the impact or lack of impact of variables on the loyalty of the passengers used t-test. In this case, if the average each variable is more than four, variable is effective upon the loyalty of travelers. In this research because the average of all the variables are more than four, this results obtained that all the criteria identified as a component of a relationship marketing impact on loyalty of airline company travelers. In addition, in this research, based on a questionnaire compile of AHP method and distribute in airline company travelers and was collected and software of Expert Choice for the ranking and analysis of data used. Five main components based on the priority categorized as following:

- 1- Trust
- 2- Behavioral factors
- 3- Being responsive
- 4- Tangible factors
- 5- Empathy

On the other hand, these 5 components has 34 subset totally that prioritize as follows:

factors	Factor load	Criteria	Load criteria in sub group	Final load	Rank in sub group	Final rank
A: Tangible factors	0/123	Neat appearance of staff	0/076	0/0093	6	34
		Enough space and comfortable chairs	0/190	0/0233	3	24
		Provide movies, newspaper, journals or favorite books	0/113	0/0138	5	33
		Appropriate food service	0/229	0/0281	2	17
		clean and proper WC,	0/140	0/0172	4	30
		aircraft type or year built new or old	0/252	0/0309	1	13
B: Trust factors	0/317	Provide enough information about flight status during flight	0/167	0/0529	2	2
		proper displacement and delivery times,	0/127	0/0402	6	6
		not cancel flights	0/172	0/0545	1	1
		timeliness (having no delay) flights	0/149	0/0472	3	3
		the flight schedule check by phone	0/132	0/0418	5	5
		reserve possibility and buy ticket by Internet	0/114	0/0361	7	10
C: being responsive	0/225	proper airline performance and track record in the area of safety	0/139	0/0440	4	4
		quick response to apply and meet the needs of travelers by the crew	0/128	0/0288	4	15
		providing a fast alternative facilities and programs in the event of a delay or cancellation of the flight	0/135	0/0303	2	14
		the flight crew provide quick services	0/117	0/0263	5	19
		suitable number of flight crew	0/112	0/0252	7	21
		proper website to answer customers	0/131	0/0294	3	16
D: Empathy factors	0/08	enough information booth and serve	0/174	0/0391	1	8
		having flight network in international level	0/091	0/0204	8	27
		logical and clear costs	0/113	0/0254	6	20
		Attention to individual passengers	0/273	0/0218	2	25
		intimate behavior of crew	0/211	0/0168	4	31
		best overnight services	0/298	0/0238	1	22
E: behavior factors	0/255	seriousness and speed to handle customer complaints and problems	0/218	0/0174	3	29
		Proper behavior with customer	0/151	0/0385	2	9
		correct guidance of customer	0/128	0/0326	4	11
		trying to fix the customer's requirements	0/157	0/0400	1	7
		accelerate the tasks assigned	0/088	0/0224	7	26
		dignity and hospitality of staff personnel	0/131	0/0334	3	12
		passionate communication with the customer	0/105	0/0267	5	18
		explicitly and honesty in dealing with the client	0/095	0/0242	6	23
attract client trust	0/076	0/0193	8	28		
being patient in hearing talk of the client	0/069	0/0175	9	32		

Compare the results obtained from the research with previous research:

The conceptual framework is generally used in this research is based on the premise that attention to relationship marketing factors increases the company's aircraft passengers' loyalty. Now we compare the previously results in this regard. Ranjbarian and Berari (1388) in a research titled "influence of relationship marketing foundation on customers' loyalty" evaluated four components of trust, communication, conflict management and commitment and their relationship with client loyalty in private and public banks in Isfahan city. Results of this research in public bank confirmed significant relationship between above components and customers loyalty, and in the private bank except communication, other component confirmed. (Khojaste, 1389) in MA thesis titled "the impact of relationship marketing on customer loyalty" in the Export Bank of Shiraz, identified relationship marketing components as competence, communication, commitment and conflict management. The result of this study showed a significant relationship between the basics of relationship marketing and customer loyalty. (Shirvani Shirazi, 1390) MA thesis entitled "study of the relationship between the components of the relationship marketing with customer loyalty" in Iran, Alborz and Moallem insurance in the city of Zahedan. In this study, the relationship between marketing components include trust, commitment, communication, employee competence, communication, conflict management and customer satisfaction. Dubisi and vah 2005 evaluated relationship marketing components on customer loyalty of bank in Malaysia. In this study, the relationship between components trust, commitment, communication, employee competence, communication, conflict management and customer satisfaction as marketing relationship component and customer loyalty tested. Research results confirmed positive and significant relationship between above component and customer loyalty. Another study in 2008 in the Malaysian city of Islamic financial institutions by Kasim et al, entitled "maintain customers through a marketing relationship" evaluated the relationship between relationship marketing and dependent variables of trust, commitment, customer satisfaction and customer loyalty. The results of this study showed positive relationship and strong relationship between marketing relationship, and customer satisfaction (18 percent), customer trust (77.8%), employees' commitment (76.2%) and customer loyalty (69.5%). In PhD thesis by Wong 2010 entitled "how relationship marketing help to keep customer loyal" in Thailand evaluated relation between different dimensions of relationship marketing with different dimensions of customer loyalty. This research conducted in quality form, after 24 interviews and 4 collaboration observations by scholar. It proved that relationship marketing has influence on customer loyalty in work right companies.

Conclusion

The history of the research noted above, reach to the conclusion that a marketing relationship factors has a significant and positive impact on clients' loyalty.

The aim of this study was to identify and rank the factors influencing the relationship marketing on loyalty of the passengers of airline companies in the city of Shiraz. According to the conceptual model, the marketing relationship component has effective on loyalty of the passengers of airline companies including tangible factors, trust, being responsive, empathy, and behavioral factors that the implementation of these factors increases the loyalty of travelers. T-test showed five criteria in the conceptual model, with 34 identified criteria were effective on customers' loyalty. According to the hypothesis, the average was more than 4 variables and as a result of these factors is effective on the loyalty.

Reference

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