



Review Paper

Perspective Review of Manager's Criteria's for Marketing in Iran

Asadollahi Amin, Pakari Abolfazl*, Ansari Parisa, Mohammad AmoliShima and Leila sadatMirhamidi khorasani

Department of Business Management, Science and Research Branch, Islamic Azad University, Tehran, IRAN

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Abstract

This paper will examine how managers approach marketing in Iran. Using data from a large-scale empirical study in Iran, We have focused on ways to approach marketing managers to measure and identify the criteria that they are stressed. The performance is a reflection of Iranian management. In dictating that managers will use a combination of criteria. Such as the total number of customers, number of complaints and customer satisfaction are among the best known and most widely used standards. Reviewed the results of 10 of the most relevant criteria in four groups: Including customer perspective, financial, market and product vision and innovation. Indicators related to management of customer's perspective, the most important requirements. In addition, we will discuss the results. Comparison with previous studies in other countries do. Finally, the results and the way for future research are provided.

Keywords: Performance measurement, marketing metrics, management practices of Iran.

Introduction

Company's dynamic environment, such as fierce competition market, need to be able to develop measurement indicators that manager make better marketing investment decision. Interest makes such a request to obtain a better understanding of marketing and how metrics can be used by managers.

In fact, doing the exact criteria used to strengthen the financial and non-financial, which is able to measure the effects of marketing decisions. Overall, the measurements may be as a result of known or unknown value to be considered a bit of an attitude. For the full implementation of actions and measures, standards are defined in the attributes that need to be considered. Great deal of complexity in measuring the impact of marketing programs occurs as marketing activities, are often subjective effects and a wide range of factors. Values fluctuate over time, which adds to the difficulty in measuring the performance of marketing decisions and results. Often, thorough financial and non-financial managers to make smarter marketing investments do not. Given that the investment decisions of strategic marketing for all divisions within the company and often has an understanding of marketing return on investment (ROI), are related.

In fact, managers often need to justify their investment, defense and prospective projects and compare the costs and consequences of the past and face the future. Develop rigorous standards, to support and facilitate decision making and budgeting is marketing. The lack of accurate financial and non-financial measures leading to loss of their marketing investment comes risk. Therefore it is important to define the criteria for the allocation of resources to do a better and more informed, and

ultimately a reduced investment. As a result, companies can more accurately project management techniques and reliable measurement of marketing investments to create a competitive difference. Thus, organizations are able to identify the best investment options and determining the expected results of marketing efforts.

Although relationship marketing criteria, as well as established companies, no clear conclusions about the criteria used and how to use them there. Previous studies have identified several of the fine for marketing measures, particularly those associated with evaluating marketing performance. Research also differences in the criteria used to define marketing through different cultures. For example, previous research, the criteria used in the UK, Spain, China, Japan, America, Germany and France compared¹.

However, little research has been done in Asia, especially in Iran. Therefore, a better understanding of how marketing is useful in such countries. The aim of this study was to examine how the metrics to help identify gaps marketing managers exit is in particular the framework. This study adds to existing knowledge by: i. Expand the content and outcome measures in assessing marketing ii. Develop an understanding of the criteria used and get more tips on marketing experience².

Using data from an experimental study in a large scale, we focus on the views of management and marketing, we identify the criteria that had the highest correlation. The comparisons with the results of previous studies did. In the next section, we consider the considerations market economy. By examining the content and presentation of research findings to explain. This section discusses the main conclusions and recommendations for future research will be closed.

Iran market: Iran's population of over 70 million. Although essential in the economy, especially among Asian countries (including developing economies, Iran, Korea, India, China), a significant part of the population, are still the ultimate consumer, has set up. However, over the past few years, a clear indication of the growth of the consumer market, which leads to higher employment rates and increased public funding provided household income³.

As a result, statistics have shown higher levels of consumption, for example, in the years 1383-1385, 10 million lower levels of social class (Class C) arrived. Currently, 26% of Iran's population was middle class compared with 16% in 1383. Addition, demographic changes are visible in the Iranian market, the increase in life expectancy to 57 years (2/9 over 57 million in 1384, compared with 2/7 million in 1374), increased participation women in the labor market (at present 23% of the economically active), the increase in the number of households without children the increase of people who live alone (5.7 million people in 1384 compared to 6.4 million in 1374).

Such developments managers marketing in a (3 million people in 1384 compared to 2.3 million in 1374), challenging, demanding new approaches to the market, such as the development of appropriate or offer marketing, integrated communications, and the use of new tools and technologies, correspond better to the customer needs and clear call comprehensive moral individuals, society and the environment.

Marketing Measure

Assessment activities and marketing practices are complex. Assessment of objective and subjective measures, both inclusive. The initial approach to measuring marketing in 1950 was essentially an economic background and the pricing of products, which maximize financial results have focused on the demand forecast³. Over time, a wider range of studies in marketing measurement and the results of specific actions developed marketing. For example, the financial results of the advertising and communications campaigns lasting effects on the perception of customers. Researches also assess the global brand value, customer-based brand identity and the impact of product innovation in the pursuit of the organization's performance⁴.

In other studies, to measure customer lifetime value and customer satisfaction efforts. Was concerned about the impact of marketing in specific settings, such as service records and return the results of marketing efforts on the Internet. Research has recently focused on the problem of assessing the long-term value creation, marketing and financial impact of marketing efforts on a wide range of variable. These studies are often referred to as the financial aspects of cash flow, repayment period, the current net worth and ROI. According to the findings, there are four ways to measure and isolate variables in marketing i. direct measurement ii. Control test iii. Assumptions

Bench marking iv. effect of assumed. Direct measurements clearly and marketing implications are obvious, such as marketing costs and inputs. Generally, the method is applicable to problems in marketing because there are always other factors involved⁵. Control variables to isolate the effect of marketing actions and measures them. Finally, the method of analysis assumes that current and non-current customer behavior and reasons for buying and do not buy the company's products can be identified.

Variables in Assessing Marketing: Controllable and uncontrollable variables in marketing can be grouped based on the degree to which marketers are professional power management. Management decisions are those variables that most directly affect the results. Most of the control variables as the marketing mix price, place, product, promotion occur. Product-related decisions are controlled by the market and may make decisions about the quality of packaging, shape, or how much is produced. Several studies have reported the benefits of project-based approaches to make separate analyzes on each product. At the end, communication decisions include aspects such as control, status, company, campaigns, promotions, and events are organized sales force. Contact the results are hard to measure because they are diverse and often subjective nature (such as attitude and perception of the client). Consequently, the impact of decisions and calculations, communication difficulties, a major obstacle for market forecast (ROI) for companies. As mentioned earlier, the uncontrollable variables that affect marketing decisions and consequences. For example, competition decisions directly affect marketing mix, demand and ultimately market share. Regulatory environment may also influence decisions and marketing function because it often limits the performance and financial obligations are created. Political and economic environment that facilitates the buying power and influence by the money they have available. Aspects that affect the demand and demand patterns. Finally, a fluctuation in demand, the demand is linked to a variety of industries, such as seasonal factors (such as tourism). Therefore it is important to consider such factors in the marketing decision.

Classification of Marketing: Marketing investments, primarily intangible character and therefore are difficult to measure accurately. In fact, the marketing of such measures (customer satisfaction) on balance often cannot be shown. Frequent marketing costs in the short term measures that should be returned contents of specific journals. After assessing the market is willing to trade in a range of variables including mental issues in the standards development process into challenges. Traditional marketing performance through measures such as market share and sales volume of the market return is measured. However, other indicators have been developed for a wide range of categories remains controversial. For example, Clark criteria to be structured into 4 groups: i. traditional financial measures (such as sales, profits and cash flow) ii. non-financial measures (such as loyalty and customer

satisfaction, market share and quality) iii. Input parameters (associated with such marketing trends, marketing, implementation and audit). iv. Output measures (such as efficiency and effectiveness, multivariate analysis)⁵.

The main groupings include marketing planning and customers (e.g., objectives, forecasts, markets, segments), the offering (e.g., products, prices, advertising, brands, retail), and the sales force (e.g., sales force size, sales force quotas, sales force compensation)⁶.

Faris, bundles, and Rabstin suggested that grouping criteria used widely organized into nine categories: i. of hearts, minds ii. profitability margins of iii. Product and Portfolio Management iv. Customer Profitability, v. Force sales and distribution Management vi. pricing Strategy vii. Promotion, viii. advertising, media and web standards, ix. marketing and finance⁶.

Method

Unit of analysis, including performance metrics to understand marketing managers and marketing. To obtain a comprehensive perspective of research, we chose a qualitative approach for early stage research. Focused on exploratory work was to gain an understanding of how marketing managers can understand and use marketing metrics identified. For such efforts, we have developed an interview guide that will pursue the following issues: i. General view, measure marketing ROI marketing standards and general knowledge ii. if there is an attempt to control the outcomes of marketing projects, iii. modes of use of standards to measure marketing ROI, iv. specific marketing metrics difficulty (easiest and most difficult to use).

The first two issues, able to gather background information about the beliefs and practices of management and control marketing is an investment company. The third and fourth categories it enables marketing to follow certain criteria, which in turn may help in designing questionnaires. Tuesday expert judgment and the final guidelines were valid. Data from interviews with 15 marketing managers from medium and large

B2B companies in different industries have been collected. To reflect the input of managers, an index based on review content and the proportion of the follow-up interviews were grouped and the following criteria to determine the marketing standards, including the research: i. Index of Articles, ii. Indicators that two or more times during the qualitative study and iii. The more general indicators that are available (e.g., number of calls, number of hits on the site).

This section has been deleted in the related indicators (employment services). The findings of the exploratory stage directions. One of the indicators are classified into the following groups: i. Indicators of development (e.g., purchase upgrades, back promotions, customer escalation), ii. Average customer behavior and indicators (such as customer satisfaction, perceived quality, customer lifetime value, awareness, complaints, number of customers, number of contacts, commitment / buy), iii. Financial indicators (eg, income / profit, discount rates, ROI, gross margin, sales volume value), iv. Innovation and market index (the number of new products, market share, variance, price, availability).

The final version of the questionnaire included 22 indicators. Respondents were asked to familiarize themselves with any indicator (yes / no, binary) are specified. Frequency distribution (5-point Likert scale, 1 = Y 5 = daily) and the significance level (5-point Likert scale, where 1 = not at all important to 5 = very important) Table-1 of the questionnaire with background material and resources to show items. To test the questionnaire, content validity by asking the university to evaluate the adequacy has been administered questionnaire.

Data collection: Questionnaires through telephone interviews of administrators was used throughout. People were aware of the marketing managers of medium and large companies that are directly involved in marketing decisions. Probability sampling is used. 1000 medium and large companies randomly selected from a list of 300 companies by telephone, using call center software is used. Interviews were conducted by trained interviewers to 4.

Table-1
Inventory and Resource

Subject	Cases	Description
Upgrade indicators ^{6,5}	Includes criteria that must be directly related to the upgrade process for customers, distributors, manufacturers and resellers	Average transaction size, purchase upgrades, back to advertising, customer referrals
Average Customer Behavior Indicators ^{5,6,9}	Standards that directly involves our thoughts, beliefs and actions are dependent on customer	Knowledge of brand / product, number of complaints, customer satisfaction, perceived quality, customer life cycle, number of clients, number of calls, commitment / buy
Financial indicators ^{5,9,7}	Include measures that affect the company's cash Brjryan	Profit / Switch, gross margins, discount rates, ROI, sales, marketing costs
Market indicators and innovation ^{6,8,9}	Reports, public courses, criteria related to distributed users and applications to provide	Availability of services / goods Number of new products, market share, prices

Their guidelines to include the results of the respondents were from companies engaged in B2B having. The response rate was 12%, yielding a final sample of 198 usable questionnaires. All interviews were recorded on six quality control.

Sample Profile: Sample ($n = 185$) includes a wide range of companies and industry-related sites. Organizations that are active in B2B, are located in the following areas: North 42.77%, West 47.45%, East 6.34% and south of 3.44%. The following example involves a wide range of industries: manufacturing 49.23%, business services 47.12%, others 3.65%. Finally, large firms are more 62.45% of SMEs were present in the sample. Topics include marketing managers of public respondents 22.7%, marketing assistants 24.34% and analysts 13.34% partner / head 18.45%, managers 7.56% and others 13.61%. Terms of academic background, most respondents had higher education or Master's degree in the field below. Marketing and marketing-related sectors (such as public relations, communications) 44.65%, business 35.34%, social other sciences 6.75% of science and engineering, 8.32% and others 4.94%.

Data Analysis: We have developed a two-step analysis of the data. In the first stage, the proposed performance measures and metrics reported by the All of us know, use, and their relationship was described. At this stage of data analysis was primarily descriptive and independent samples T-test when both tests, respectively. The second stage, we focus on 12 of the most important criteria. We seek to provide an answer to a previous work we have managers a set of criteria, usually 10 to 12 large enterprises and smaller companies tend to be smaller. This idea was repeated in exploratory research, the interviewees suggested that they tend to have more than 12 cases measurement business for these 12 items, we Exploratory factor analysis (EFA) to determine whether the first Grouping with the advent of the literature and the exploratory study took place in the midst of selectable items, we use. We also measured the internal consistency; Cronbach's alpha was calculated for the factors derived from EFA. After that, our method for estimating the overall cumulative models and higher dimensions important criterion for the test carried out in Iran.

Results

The results of the descriptive statistical summary of data collected in relation to dating, using 22 criteria related to marketing (table-2). In total, more than 71% of respondents were familiar with the proposed indicators and supplementary indicators instead of only few companies in the index used. These results suggest that managers are aware of the relationship between different measures of inputs to achieve a comprehensive understanding of the conditions. It is noteworthy that the majority of the criteria specified in conjunction with

customer behavior and the middle class. Specifically, the items "number of customers", "number of complaints" and "customer satisfaction" by more than 86% of the respondents were identified. The highest percentage of managers 71.67 stars "customer satisfaction" as well as the most important measure of the average 5.34, respectively. However, numerous criteria are subjective and should therefore be interpreted with customer satisfaction. Relationship between the level of significance, we may consider the desirability of measuring handled. We have no significant relationship between the level of importance given to the highest standards and degrees got some markers. In fact, measures such as the "discount rate" and "number of calls" is not the most important, most were used. Probably because they were easy to measure. There are criteria that a high degree of importance and the level of utility (e.g., customer satisfaction, value, sales, ROI, market share) offer.

Still results in some of the less important dispose of low level utility (upgraded to Buy, Customer Lifecycle, Back to the advertising and marketing costs) reflects. Finally, it is worth noting indicators of "financial interest / viability" are one desired level of significance. In addition, independent samples t tests and the test to detect differences between groups of respondents Kido / companies and the importance of the criteria is the use familiar motion. Results the level of significance and size (medium or large), a significant difference between the groups was to measure ROI ($t = 2/954, p < 0/02$). Managers tend to attribute greater importance to the higher level than the average company. Also, ROI is one of the measures, which generally provides a high degree of importance but low consumption and so many more it was used by large corporations. Due to the differences between industries, criteria: customer number 'and' knowledge of brand / product "managers tend to focus on their business and services. ($T = -2/143, p < 0/06$), and ($t = -2/33, p < 0/06$).

These findings support the idea that oral and brand familiarity in service as a way to reduce risk is important in purchasing decisions. Although not statistically significant, the ranking of the most important criteria for service managers and production managers is distinct. For example, managers tend to generate strong profits / viability, customer satisfaction, brand / product knowledge and the number of complaints, sales volume, perceived quality of care. Variables related to the scientific background of the respondents, for example, there is the difference between descriptive statistics indicators of the state of knowledge of the occupational groups' use of product knowledge " $(X^2 = 17/621, p < 0/02)$ " and "perceived quality " $(p < 0/02, X^2 = 14/006)$, among the parties with respect to the use of university fees "marketing" " $(X^2 = 12/906, p < 0.06)$ " and "market share " $(p < 0.06, X^2 = 12.971)$.

Table-2
The importance of marketing metrics

Criterion	Percentage of managers who reported that they were familiar with measure	Percentage of managers who reported using a benchmark	Percent of investment managers who were rated very important criterion	The use of standards - mean (standard deviation)	Measure of the mean (standard deviation)	Pearson correlation coefficients between the frequency importance
Average Customer Behavior	83. 28	62. 93	52. 72	3. 3	4. 47	
Customer Satisfaction	87. 34	80. 77	76. 07	2. 98(1. 38)	4. 75(0. 59)	0. 173*
Product	88. 89	68. 38	62. 82	3. 54(1. 44)	4. 60(0. 70)	0. 146
Number of complaints	87. 34	78. 34	63. 91	2. 95(1. 23)	3. 97(0. 81)	0. 071
Perceived quality	78. 15	65. 23	61. 45	3. 32(1. 34)	3. 51(0. 80)	0. 112
Commitment / buy	78. 02	54. 16	39. 98	2. 98(1. 15)	3. 34(0. 87)	0. 153
Number of customers	79. 15	79. 17	54. 62	3. 31(1. 21)	2. 39(0. 89)	0. 312**
Number of Contacts	81. 12	49.65	39. 43	4. 02(. 89)	3. 96(0. 78)	0. 298**
Customer life cycle	70. 15	54. 34	51. 88	1. 98(0. 98)	4. 34(0. 91)	0. 265*
Financial	72. 65	49. 97	68. 80	3. 65	3. 97	
Total Sales	83. 76	68. 80	57. 26	3. 81(1. 06)	4. 68(0. 58)	0. 221**
Profitability / viability	82. 05	57. 26	43. 16	3. 33(1. 04)	4. 64(0. 72)	0. 206**
ROI	67. 53	47. 45	48. 29	2. 70(1. 03)	4. 51(0. 76)	0. 069
Gross margins	76. 48	41. 36	28. 21	2. 93(1. 24)	3. 28(0. 89)	0. 276**
Marketing costs	79. 15	67. 23	43. 59	3. 01(1. 22)	3. 98(0. 87)	0. 197**
Discount rate	80. 24	60. 10	46. 15	3. 16(1. 21)	3. 54(1. 12)	0. 352**
Markets and Innovation	71. 45	59. 11	45. 49	2. 78	3.78	
Market share	75. 76	53. 36	42. 25	2. 24(1. 21)	3. 76(0. 63)	0. 159
Availability of product / service	81. 23	57. 79	50. 32	3. 67(1. 14)	4. 76(0. 73)	0. 320**
Price Changes	78. 45	55. 34	45. 43	3. 60(1. 09)	4. 76(0. 68)	0. 139
Number of new products	79. 78	59. 76	39. 34	3. 87(1. 19)	4. 76(0. 67)	0. 276**
Upgrade	85. 11	54. 12	39. 15	2. 54	3. 97	
Average trading volume	79. 76	62. 23	43. 43	3. 65(1. 04)	3. 87(0. 74)	0. 265**
Back in Advertising	67. 98	46. 34	37. 65	2. 76(1. 05)	3. 98(0. 87)	0. 256**
Buy the upgrade	70. 43	39. 34	23. 23	1. 87(1. 08)	2. 76(1. 03)	0. 616**
Customer referrals	65. 92	32. 87	16. 93	3. 67(1. 12)	2. 98(0. 98)	0. 168

$N = 198, p < 0.06, p < 0.02$

Table-3
Exploratory factor analysis (EFA)

Type	Criterion	Load Factor			
		1	2	3	4
Financial	Profit / profitability	.813			
	ROI	.714			
	Sales volume	.607			
Customer Perspective	Customer Satisfaction		.721		
	Number of complaints		.712		
	Commitment / intent to purchase		.623		
Product Vision	Brand / Product Knowledge			.761	
	Perceived quality			.734	
Markets and Innovation	Market share				.734
	Availability of product / service				.654

The most relevant marketing metrics

As already mentioned above, our analysis of the experimental data presented grouped according to the respective criteria were evaluated by managers. Marketing metrics are the most appropriate measure of 10 criteria: Brand / product knowledge, commitment / intent to purchase, customer satisfaction, market share, number of complaints, perceived quality, profit / profitability, ROI, sales, service / product availability. These 10 items were part of the following dimensions: "customer behavior and" intermediate "financial" and "marketing and innovation." It should be noted that none of the "upgrade" were the best. We used principal components analysis with EFA for the 10 indicators VARIMAX orthogonal rotation and Kaiser normalization we used. (table-3). Solution extracted four factors reported by the agency with all of the factors shown in the time-dependent factor (above 61/0) is. Four factor solution with 8/62% of the total variance was explained. Acceptable alpha coefficients show that all the factors studied. Overall, the perceived size of the previous solution was maintaining. However, the behavior of both the client and the mean fission. Notably, the customer needs to see that there are more cases (customer satisfaction, number of complaints, commitment / plan to buy) are the three things that are associated with the product (brand / product knowledge and perceived quality). The four factors, operating both as a customer and prospect product called Outlook.

Conclusion

This study constitutes the first attempt to shape how the measures can be applied to the marketing of them seem relevant. Here there is a wide range of criteria. Therefore, the number of managers who act reflects Iran group was limited to the following: advertising, customer behavior, and moderate financial market innovation. Generally, results, school managers significant, proportion and use of marketing metrics confirmed. It is clear that a wide range of indicators to assess the performance of the executives are resorting to marketing companies. Findings also attributed to measures nuclear

relationship with a client, especially customer satisfaction reports. Indicators related to customer relationships were highlighted when we focus on 10 key indicators. In fact, the grouping was done as part of the treatment group and the average customer was divided into two dimensions: Perspective of the customer and product perspectives. The results indicated that the criteria most relevant insights into the customer should not be considered in isolation and are of the greatest importance. These results seem to Iranian companies, concerned about customer satisfaction increases. This may partly developed to explain that in 1990, three state of competition and the Iranian companies in the field of international targets: 1 - Iranian program, quality and productivity 2 - Program for Competitiveness Industrial 3 - Plan for Empowerment technical.

In addition to formal incentive program known as the International Organization for Standardization allocated. This focus on quality measurement and monitoring of customer satisfaction, market related criteria will apply. Through this program, the Iranian director, came to understand that customer satisfaction is the route to maintaining and developing relationships (business) is. In fact, referred to as the strongest indicator measuring the overall quality of the program. Interestingly, the indicators related to the "upgrade" was not among the 10 best. Previous studies suggest that, in return activities promoted as the most difficult to assess is intended. When evaluating communication activities, Iranian managers tend to focus on knowledge, recall and evaluation of media campaigns or special promotions generally related to the program. In contrast to previous studies, our findings closely with other emerging economies, and it showed some differences related. Current research, customer insight related indicators (customer satisfaction, number of complaints, commitment / intent to purchase), the most important Iranian managers. These findings differ from previous studies that executives of major financial indicators / allocate profitability. Thus, these results with the results obtained in the direction of Iran. The importance of using marketing metrics in Iran is summarized in Figure-1. Although the management of our investigation is concluded.

Dimensions and grouping that may be considered a tool for managers to reflect on how marketing and administrative measures ego that they are in certain positions. In particular, the study measures customer behavior associated with moderate, promote, finance, and innovation and market is highlighted. Managers need to recognize the special relationship between the dimension of decision criteria and how to use them.

It should be noted, however, that any measure of comfort and control for calls and constant expansion. The study also shows that marketing performance is a multidimensional construct. Financial and non-financial managers need to consider various criteria and indicators to identify their goals and performance management. An important consideration for long-term and short-term goals. Finally, outcome measures should tend to provide information to help decide whether to carry out current and future decisions. If the practice is firmly established general practice records. Marketing aspects of the multi-dimensional and comprehensive level indicators or indexes decomposition shows the specific information needs. Marketing measures may serve as input to performance criteria. Furthermore, each individual criterion may be different levels of information based on particular units. For example, in the case of B2B, it is possible to calculate the parameters for the client (customer retention, customer complaints) or section, rather than be compared with the overall values. Additional concept study for a powerful knowledge about marketing metrics and non-marketing calls. Many existing measures, combined with a measure of overall management performance criteria applies. Marketing managers need to be familiar with marketing and non-marketing standards applicable to the use and integration of them can be paired. If understanding is not always visible, often

less reluctant to use simpler or more appropriate measures are in the interest of personal knowledge. In particular, marketing managers need to know and be able to publish your marketing results across functional boundaries of the marketing function and its value is well understood by now.

Limitations and future research: This study constitutes the first attack on the marketing and use of standards by marketing executives. We need to examine the social sampling, experimental study of limited industry-specific B2B obtained. This analysis is limited to the commercial sector industries. However, the overall model is most suitable for the weight specified criteria, is among four kinds of marketing measures. Furthermore, although the most important criteria in finding a significant difference between the two groups of industries (products and services) showed differences in the description of a range of measures has been demonstrated that specific criteria related industries. So this may be a platform for developing more specific and detailed research on marketing metrics and their specific industry applications. Results associated with the criteria used and should be interpreted with caution. For example, it is possible to measure specific indicators, or the directors are required to consider them permanently. Future research should pursue application of the criteria. In addition, although the study is a list of the criteria in the study (extracted by Research), has been developed, but more and more practical measures are needed to further insights. Finally, research on the use of marketing metrics and associated descriptions and focuses on the views of managers. During the exploratory research, the Iranian leaders, using criteria based on the historical emergence emphasized. In addition, the effect of future-oriented measures (for example, the future value) with a long-term perspective will be guaranteed.

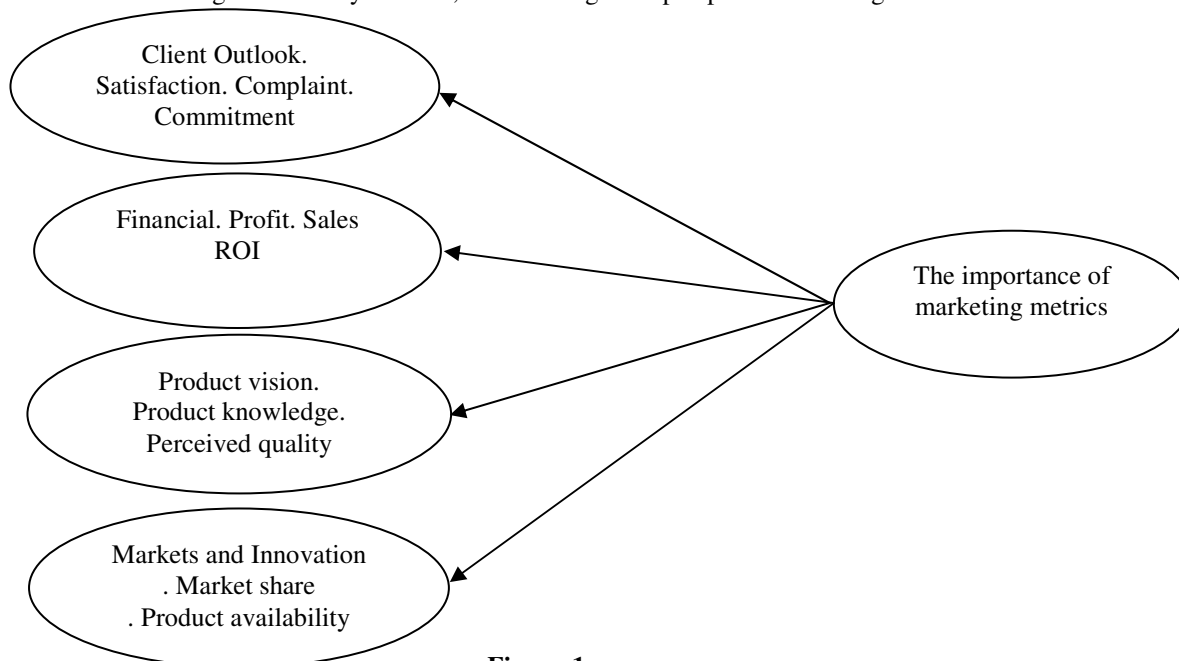


Figure-1
The importance of using marketing metrics in Iran

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