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A Study for the Implementation of Web-enhanced Relationship Marketing Focused Sustainable Growth Model on Bangladesh Cricket Board

Ergun Gide^{a,*}, S M Riad Shams^a

^a*CQUniversity, 400 Kent Street, Sydney, NSW-2000, Australia*

Abstract

A Relationship Marketing (RM) model has been developed through the analysis of web-enhanced RM focused promotional strategies of five grown sporting cases. Based on the encouragement and consequent approval of Bangladesh Cricket Board (BCB), the potential implementation of the model on BCB has been justified to enable their sustainable growth. A focus group study has been undertaken to justify the potential implementation of the model from BCB perspective. Diagnosing the potential significance, consequences, opportunities and problems of the web-enhanced RM focused sustainable growth model to enabling BCB's growth by generating focus group's impression about the model was the aim of the focus group study. The participants of the focus group study were chosen from the e-marketing experts, practicing in the same market, where the BCB has been operating their businesses. The result of the focus group study has appeared as positive and promising towards initiating a sustainable approach for BCB's operation. A series of web-based RM focused promotions and market offerings are recommended, and the approach of implementing other similar and diverse numerous opportunities are suggested to BCB to initiate their journey towards sustainable growth by implementing the model. The result of the study shows that the web-enhanced RM focused promotional strategies, learnt from one market are applicable in different markets, but the relationship goals need to be accomplished following the target market's needs, wants and demands.

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Keywords: Web-based Promotion; Bangladesh Cricket Board; Focus Group Study; Relationship Marketing; Sustainable Growth; Relationship Marketing Indicator

1. Introduction

Five grown sporting cases have been analysed, where the cases have been utilising Relationship Marketing (RM) focused web-based (websites and web 3.0 applications) promotions and offerings lucratively to attain and retain key stakeholders to sustain their growth. As a consequence, a web-enhanced RM focused sustainable growth model has been developed from the analysis. Nineteen RM indicators (different RM perspectives that an organisation can employ to enhance competitive advantage), four growth strategies, and the concept of Stakeholder Causal Scope (SCS, individual stakeholder's value contributory scope in value-network, composed by key stakeholders) are derived from the case analysis.

* Ergun Gide. Tel.: +61 (0)2 9324 5782; Fax: +61 (0)2 9324 5766.
E-mail address: e.gide@syd.cqu.edu.au

The cases have been positioning web-based promotions and offerings underlying these RM indicators and growth strategies focusing on facilitating prolific SCS in their value-network as a combined web-enhanced promotional effort to enhance competitive advantage in the aim of sustaining their growth.

Actually, the model is derived from the e-marketing (web-based promotions and offerings) sequences, by which the grown cases have been sustaining their growth. The sequences include identifying and utilising web-based promotional tools (website, web 3.0 applications), proportioning the advantages of RM indicators, growth strategies and SCS opportunities with the web-based promotional strategies and key stakeholders' multifarious, diverse goals in the aim of enhancing competitive advantage. Then, establishing a sustainable approach towards continually identify, establish, maintain and enhance RM focused web-based promotions, offerings and associated SCS opportunities through the commercial bond derived from the success of initial SCS(s).

Bangladesh Cricket Board (BCB) as a national governing body of a promising cricket nation of world cricket has been confronting some critical issues (weaknesses and threats) as the key tribulations for BCB to organise sufficient funds to execute its key activities properly, which hinders BCB to meet their mission statement. Therefore, a further study (focus group) has been undertaken based on BCB's initial encouragement and subsequent approval on justifying the potential implementation of the web-enhanced RM model from BCB perspective to enable sustainable growth [Chowdhury 1]. The purpose of the focus group study is to standardise a sustainable growth plan from the opinions and suggestions of e-marketing experts on the findings of the web-based promotional strategies of the grown sporting cases, and the applicability of the subsequent web-enhanced RM focused sustainable growth model from BCB perspective, so that BCB can fruitfully accomplish their mission statement. The result of the focus group study has appeared as positive and promising towards initiating a sustainable approach for BCB's operation.

2. The recommendations to BCB from the findings of the web-enhanced RM focused promotional strategies of the grown sporting cases and the sub-sequent sustainable growth model

The communication sector of Bangladesh, including internet, has changed dramatically within two years. The incentives both from government and public sectors have encouraged this sector progress. That can brightly be reflected by the volume of internet users in Bangladesh. In 2000, just 100,000 of Bangladeshis got internet access, compared to 2007, with 450,000 subscribers. In 2009, over 600,000 of Bangladeshis use internet actively, which reflects a significant growth, over 450% [Ecommerce Journal 2]. Therefore the recommendations of the focus group study intended from a favourable platform for BCB, as the application of the sustainable growth model (Figure-1) is based on e-marketing derived from the findings of the web-based RM focused promotional strategies of the grown cases.

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