

Mobile Marketing for Mobile Business

mMK - 4 - mBIZ

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Abstract—Our paper is an exemplification of the mobile marketing methods and techniques used by mobile users: marketers, consumers, clients and other mobile actors, as well the integration of the mobile collaborative systems for marketing, especially for the virtual market (v-market). It focuses on the mobile marketing activities and operations, software applications for *mobile marketing management* (mMK) such as planning, organizing, controlling, promoting and results analysis. A study case concerning the implementation of mobile marketing in the activities of Centrul de Afaceri Transilvania Business Center (CAT) Cluj and its associated companies and institutions was realized. The organization has realized research and innovations in transforming into an intelligent organization based on knowledge, early introducing and developing *mobile marketing* (mMK) and pioneering *mobile Knowledge Management* (mKM) towards the *Total Mobility* (TM) and *mobile Life Style* (mLS).

Keywords: *marketing, m-marketing, mMK, knowledge management, mKM, total mobility*

I. INTRODUCTION TO MBIZ

The **mBIZ** - *mobile Business* (in Romanian: business mobil) is a concept we have introduced in economic theory and practice since 2000, during the implementation of VIVA and ENERGIA projects, granted by FP5 of the European Commission. mBIZ summarized our thinking on the mobile implementation of bureaucratic activities: anywhere, anytime, anyone, anything. The < 4 A > was the starting point of our concept beyond the total mobility. The TM may create, innovate and develop theories, activities and practices connected with the new economy based on knowledge and the advanced information and communication technologies (ICT).

One of these new areas is the **mMK** - *Mobile Marketing*, an innovation resulting from the combination of the products and services marketing, deployed in the physical reality with the e-marketing operations conducted in the virtual reality space.

The **mMK** concept generates added value by using the new ICT, the new mobile style style and the new facilities. It is faster-cheaper-easier-better, more efficient, effective, profitable, sustainable, comfortable. The **mMK** - *Mobile Marketing* is part of the new *mobile lifestyle*, adopted by

people open to the information and knowledge based society.

This paper is a follow up to the ideas and results of the research that took place during the period 2008-2010; the goal was to make an analysis of the virtual market that continues to develop in the context of the new Romanian economy.

At the core of the Knowledge Economy is the consumer whose presence on the Virtual Market is now ubiquitous. The Romanian virtual market grows in the global context, becoming more and more complex. Thousand of e-Shops and weBIZ websites appearing every day are substantial proofs of this semnificative development.

The v-Market.ro platform of Centrul de Afaceri Transilvania (CAT)* was the main support in the research of the Romanian virtual market for industry, agriculture and services. The process has generated innovations concerning the techniques of eMarketing and the better use and dissemination of the information to the users (the virtual sellers and buyers).

The v-Market.ro platform has been improved with new digital elements like: the online database that allows users to make an automatic upload; the collaborative mechanisms with the eTools that make use of the current advanced technologies and the mobile knowledge management (mKM); the complete transparency, easy-to-use and accessibility.

II. THE INTERNET BECAME MOBILE

The development of the activities in the virtual reality have created the need of new technologies to improve the information and communication between the individuals and between the individuals and the environment.

These new techniques and methods fulfill a superior human need that Maslow called self-actualization. According to this idea, the virtual environment is used to simulate and solve the problems from the physical environment. Those who aren't able to fulfill their needs in the offline system try to do this in online system, which means they are moving their desired activities from the physical reality to the virtual reality.

For the mBIZ and eMarketing, the need to quickly develop new techniques of fulfilling the online customer's needs has become essential.

What kind of websites should we build in order to keep and strengthen our position on the virtual market? Should we focus on "fair type" websites, "all for all" or should we choose a particular product range and customize our website according to the needs of the customer?

The idea of creating highly customized e-shops where the customer could find everything he wants and likes, is already on the to-do list.

Another idea concerns the creation of a customer labeled e-shop and the personal name of the customer being used for the domain name. This eShop must be supplied with virtual products and services, the information and the knowledge needed to make product-price instant comparisons, quick intuitive searches of the content and images, one click payments and other smart eTOOLS that accompany a fast and flexible delivery system. How the merchandise is presented and the desired quality by the customer are essential for attracting and making customers loyal.

What a powerful effect and satisfaction a virtual shop with your name on it would have? A customized eShop with fresh information, from which you can buy anytime-anywhere everything you wish is not more a dream. Thousand of providers from the entire worlds would supply daily your eShop with the newest and various products and services. Each virtual shelf could be hosted by a different subdomain where the desired merchandise would be displayed. The interaction with your favorite products would be easier by using only one communication channel and the time for decision could be significantly shorter.

For example I'm looking for a technology that can use as interface www.Mlesnita.ro and would allow me to buy everything I want with the quality I need, with the price I can afford to pay and directly from my name branded website. My website is my eShop. The suppliers from the entire world are invited to fill my virtual shelves with products and services. My eShop includes www.iAvion.ro which deals with plain tickets and www.iHotele.ro with the room reservations in the hotels I want to stay during my travel, as well as www.NoName.Travel.

We would call this eShop model: *Rapid Analysis of Marketing* (RAM) because it allows the customer to compare and buy faster than the actual eShops where the decision requires an extra-effort to fill in forms and then to click 4-5 times in order to make the payment and to get the merchandise.

Amazon.com is the leader of the international e-commerce, that allows its customers:

- to create individual profiles;
- to expand their own networks of friends for exchanging wishlists about products;
- to create a new discussion topic on a forum using keywords;
- to use the review and rating system;
- to be a trustworthy pole.

The number of online buyers is increasing and their tastes are more and more refined. Therefore, the traders must come up with new techniques that would allow them to turn to profit the competitive advantages they have towards their old and new customers.

The mobile electronic commerce gives us now a new trend, supplied by the ITC for *Total Mobility* (TM).

III. MMK NEEDS A GUIDE

We thought about gathering some practical exercises and instructions in a guide for those who want to take of the mobile marketing operations for mobile business. The synthesis of this guide and the main tasks included are:

A. Task 1: Creating a mobile Virtual Office (mVO)

The virtual offices have more and more eTOOLS you need to complete your online activity. Your eJOB could develop in a new style and comfort.

In your virtual office you can move all the documents from your own PC and use them whenever-wherever you need. You can create and manage files (ex: .doc, .xls, .pdf, .ppt, etc.) or create databases.

You can allow access to many people (using an ID and a password) to visualize certain files or modify them.

For instance Gmail.com and Fax2Mail.ro offer together a set of free virtual tools that allow you to create a virtual office.

Communication – Tele/video conference and chat is essential to fulfill eMK-4-BIZ tasks. The creation of the personal accounts on Skype.com and Yahoo! Messenger can solve the problem.

At the tele/video conferences you can invite colleagues, collaborators, customers or suppliers for negotiations or exchange of ideas concerning a better fulfilment of the tasks.

The communication through Skype and Ymess is faster than by phone and it's free. The world seems smaller and smaller

Cloud computing technology supports the development of mMK-4-mBIZ and makes the mobile business cheaper and easier to plan, organize or control. Decisions are made under comfort, safety and efficiency.

Google wants that every IT process, every software or application to be in *cloud*. As an example, we have *Google Apps*. Microsoft promotes the *Windows Azure* platform as an operating system in the competition for *cloud computing*.

Software as a Service (SaaS) evolves toward the concept of *Platform as a Service* (PaaS), offering as a service an entire platform, not just a couple of applications.

We observed that a lot of businesses migrated towards a *cloud infrastructure*. For example in 2010 Google recorded over 3 million companies that use the services of *Google Apps* and over 10 million students and teachers

who use *Google Apps for Education*. In the next two years the public IT services based on *cloud computing* will represent a market of over 30 billion dollars.

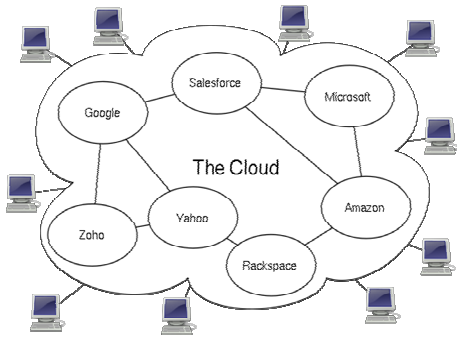


Figure 1. The Cloud (Source: http://en.wikipedia.org/wiki/Cloud_computing)

Microsoft brought into *cloud computing* an essential application for mobile Knowledge Management (mKM) called: Dynamics CRM – Customers Relations Management Online. The application is translated in 41 languages and has a free demo version at <http://crm.dynamics.com>.

Windows Azure interoperability, the contextual capacities offered by *Microsoft SharePoint*, and *Microsoft Dynamics Marketplace*, allow the configuration and customization of *Microsoft Dynamics CRM* according to the specific needs and the flexible *cloud* developments.

The information stored and the applications that run in the *cloud* are available from any location, such as the office or home and with any device connected on mobile WEB. The virtual office helps making savings by the reduction or the elimination of the working stations, as well for the maintenance expenses and investments. Large storage facilities or more advanced and secure computing power is gained at lowest cost. In the *cloud* the virtual office is mobile because all you need is the tablet or the netbook connected to the mobile Internet for the fulfilment of the tasks wherever-whenver.

B. Task 2: The competition research; comparing online offers

The competition research is essential for keeping up with the level of the competition, maintaining the customers and attracting new ones. Ignoring the competition leads to losing market share and then to ask for more costs in order to regain the trust of the lost customers. This task consists in the analysis of the competition’s websites and reporting in a .xls. table the following information: the name of the website, the content, the aesthetics aspect, the strengths and the weaknesses. Finally, it is analyzed the popularity of the websites calculating the number of visitors and their quality, number of clicks on site and more.

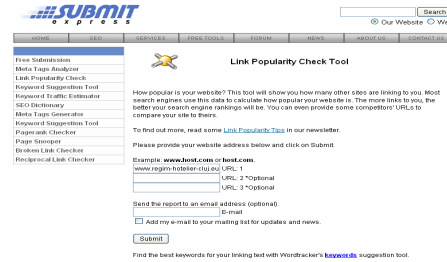


Figure 2. Online check of the number of incoming links on a website

URL	Total	Google	Yahoo!	AllTheWeb	AltaVista	MSN
www.rusticdrawings.com	18	0	5	5	6	2
www.poor.com	35	0	9	7	11	8
www.okey.com	73	14	8	16	17	4
www.popular.com	204	17	88	23	67	12
www.fun.com	1352	22	314	222	306	466
www.pppreport.com	2388	55	563	511	553	649
www.legitim-livestreet-cluj.ro	2731	8	927	869	927	0
www.update.com	3683	108	836	766	808	1057
www.horror.com	7462	314	1280	862	1300	3612
www.widex.com	10649	577	3110	1110	3090	2185
www.softhome.net	15148	162	2720	2380	2770	6954
www.hosting.com	30687	472	11100	1680	11200	5763
www.electroniccottage.com	81739	264	23900	23500	23900	9911
www.artquest.com	90763	329	27300	26900	27800	8105
www.micex.com	112227	764	35600	35600	35700	3798
www.bnn.nl	119605	721	34100	28700	34100	21263

Figure 3. The results concerning the number of incoming links on a website

C. Task 3: The informative portals, partnership and matchmaking

The online exercises concern accessing free informative resources, newsletter subscriptions, creating accounts in order to get free e-tools, offers and promotions with discount, as well as looking for partners and online games, low cost airplane tickets and more. The operations could be quickly and easy to be done with the help of a banner collection from a banner panel.

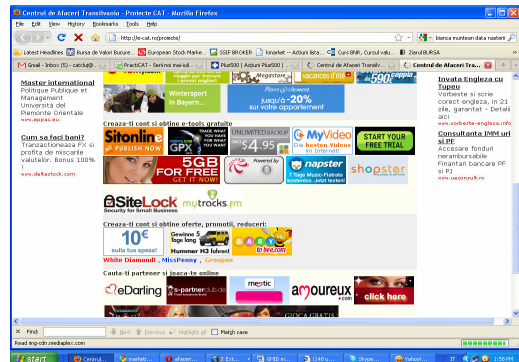


Figure 4. The banner panel for the online exercises

For each opened banner you have to create an account and to obtain the instructions for doing the application.

D. Task 4: Call Center

This task is designed mainly for students that have the abilities of communication offers and demands for

products and services to the partners and customers in an genuine and unaffected way.

They have at their disposal a database with interested companies to whom they will communicate a presentation and promotion text. Finally they will report it in an .xls table like the one below:

TABLE I. THE MODEL TABLE FOR THE RECORDING OF THE CALL CENTER RESULTS

Nr. Cr.	Company Name	City	Contact Person	Email	Website	Phone	The result of the discussion
1							
...							
10							

E. Task 5: WebDesign – creating the website

Designing a website is an operation that allows you to make public and to easier access the data, information, experiences and knowledge that you want to display publically on the Internet.

The website can have an area that anyone can access and an area with restricted access, by using an ID and a password.

The operations made with the free *Website Builder* are appreciated by the beginners, mostly students.

On this task, the future mStudents are encouraged to create not only a presentation website, but also an eSHOP in order to start a business and to develop their antreprenorial skills.



Figure 5. eTools for designing a website and managing the e-customers Database

F. Task 6: Promoting through online CATALOGUES

The online CATALOGUE allows you not only to sign up for that website, but also gives you the opportunity of informing the other members found in the CATALOGUE about the products and services you can offer or wish to buy.

The most relevant example for the Romanian virtual market is given by www.Bizoo.ro



Figure 6. The online CATALOGUE on www.bizoo.ro/vanzare

Another Romanian virtual market that contains the collections of the online CATALOGUES is: www.v-Market.ro and another still under construction: www.Piata-Pietelor.ro

G. Task 7: Submitting a website on Web Directories

A web directory is a CATALOGUE of websites where you can submit your own website to better promote it on the virtual market and make it easier to find for the customers of the directory or with the help of the search engines (ex. Google, Yahoo, etc.).

The more directories your website is submitted on, the more noticeable you are on the Internet and easier to be found. A list of the selected web directories can be found at: www.m-business.ro/emarketing

In order to submit a website on directories and to promote the products and the services of the X company, you will need:

- 1 - the list of directories where you must submit the website and the information about the company;
- 2 - the text with Key words that you must write on the directories.

As you add websites to directories, record in a file, the following data:

Figure 7. Table for tracking the submission of a website in web directories

Nr.	The name/ address of the directory	Submission date	If it has requested payment, barter/ reciprocity	Notes
1.				
2.				

H. Task 8: Making loyal customers through social networks

More and more customers sign up to social networks to communicate with other persons their information, photographs, ads, offers, etc.

Companies also use different social networks where their own employees sign up, as well blogs, banners.

They interact with the members of the networks, they establish relationships, give useful information (ex: promotions, new opportunities, etc.), very appreciated by customers.

Social networks are a friendly virtual environment where the employees of the company can fulfill customer's need for information and make them loyal customers.

The operations start by creating an account on: Facebook, LinkedIn, Neogen, Tagged, Delicious, Digg, Myspace, Hi5, Ymess, etc. Next, the profile is customized using text and photos, for every social network.

Then colleagues, friends and relatives are invited to join the created network to receive or send the awaited information.

I. Task 9: eAdvertising through portals with online ads and e-bids.

Online ads are a form of advertising used mainly by the persons looking for an apartment, new or second-hand merchandise, etc.

The ad technique is used more and more by companies, especially those who sell services or consumer goods, destined for customers or small groups of clients.

The e-ads are for direct selling, without intermediaries and specially through the Internet. To make an ad for your offer, in some cases, you have to create an account.

Searching portals for ads is done through Google, using the following keywords: ad classifieds, classifieds, ads, anzeigen, los anuncios, les annonces, annunci, etc.

A list of on line ads can be found at: www.m-business.ro/emarketing

For registering ads and promoting the products and services provided by the company X we need the following 2 files:

The LIST of the ad sites where you have to register the ad;

The TEXT of the ad we have to register

The Romanian portals for posting ads, requests/offers or for creating on line bids are:

www.Piata-AZ.ro www.Okazii.ro,
www.Anunturi-on-line.ro www.PretBomba.ro,

J. Task 10: Research for information sources, directories, CATalogues

The development of the *mMK-4-mBIZ* activities requires the identification of the on line lists for web

directories, ad sites, online CATalogues, companies' databases.

Each year in Romania there are created new virtual tools to include more companies, products and services.

In order to find them on Google.com it is recommended to use the following keywords:

for identifying web directories: director, director web, web directory, ad site, directoare web, adauga site, adaugare site... (eng. directory, web directory, ad site)

for identifying ad sites: anunt, anunturi, adauga anunt, anunturi gratuite... (eng. ad, ads, add ad, free ads)

for companies databases: lista firme, liste firme, baza de date firme, firme (eng. lists of companies, companies database. companies)

for online CATalogues: catalog online, inscrie firma, contacteaza firma... (online catalogue, register company, contact company)

K. Task 12: Contacting and informing virtual clients through Newsletter

The Newsletter is a bulletin containing the newest promotions, products, daily news as well as other important information that may concern the client. This technique is used to inform potential clients in order to be persuaded to buy products or services, but mainly to make existent clients loyal.

The Newsletter subscription is considered after you register the customer's e-mail address on the seller's site, to receive information periodically in an extended form or Flashnews.

The company's e-mails, Gmail, Hotmail and other webmails are not creating any difficulties on sending and receiving Newsletters in the Inbox.

But Yahoo may encounter a series of difficulties, especially those concerning the redirectioning of the message in the client's Spam box or blocking the sending of the Newsletter. Many prestigious companies (ex. AirFrance.com, Booking.com etc..) are frustrated because their Newsletters arrive in the clients' Spam boxes, creating unpleasant situations or even making those Newsletters not to be read.

During our 21 Newsletter campaigns to the associated companies to *Centrul de Afaceri Transilvania Cluj*, from Romania and the Republic of Moldavia, we have sent useful business information.

We will show the synthetical results, comparing the time line 2009-2010:

No	Subject of the campaign/ e-mail transmitted (in Romanian)	Date	Day of the week	Unique Opened	Total Opened	Open ed %	Multiple openings Rate	Unsu bscri bed	Unsubs cribed %
A	C	D	E	F	G	H	I	J	K
1	<i>Preturile cad in continuare</i>	27.03.2009	Friday	2167	3408	12.28	57.27%	25	1.15%
2	<i>se crizeaza preturile de vacanta s-au crizat pana si preturile de vacanta --- de la 222 euro</i>	16.06.2009	Tuesday	2094	3301	14.63	57.64%	32	1.53%
3	<i>stiri v-Market - mai ieftin nu se poate pt iulie-august</i>	25.06.2009	Thursday	2248	3581	16.01	59.30%	18	0.80%
4	<i>Ultimele stiri pentru august</i>	15.07.2009	Wednesday	1966	2988	14.26	51.98%	1	0.05%
5	<i>I.cursuri gratuite ses. 2 canton</i>	23.07.2009	Thursday	832	1173	6.04	40.99%	6	0.72%
6	<i>stiri, promotii, facilitati, reduceri stiri si super oferte pentru sarbatori: exista mos craciun de la 660 euro</i>	21.09.2009	Monday	1882	2868	13.69	52.39%	7	0.37%
7	<i>Ultimele reduceri de sarbatorii si promotiile pana la 30 noiembrie</i>	13.10.2009	Tuesday	1370	1950	9.98	42.34%	15	1.09%
8	<i>Ultimele promotii, reduceri si bani inainte de sarbatori</i>	29.10.2009	Thursday	1950	2750	12.81	41.03%	19	0.97%
9	<i>Ultimele promotii, reduceri si bani inainte de sarbatori</i>	18.11.2009	Wednesday	1826	2640	12.02	44.58%	22	1.20%
10	<i>Ultimele promotii, reduceri si bani inainte de sarbatori</i>	25.11.2009	Wednesday	1940	2810	12.79	44.85%	32	1.65%
11	<i>STIRI - Baietii destepti profita de criza si in 2010ã€</i>	9.12.2009	Wednesday	1765	2468	11.66	39.83%	26	1.47%
12	<i>FlashNews: Fara intermediari si comisioane se pot realiza economii de peste 15-20% ... Last Minute pentru Targul din aprilie de la Canton/China, cu decontare pe firma ã€</i>	12/1/2010	Tuesday	2573	4158	14.3	61.60%	32	0.18%
13	<i>Flashtiri - fara intermediari si fara comisioane</i>	4/2/2010	Thursday	2107	3000	11.81	42.38%	29	0.16%
14	<i>Flash News ã€ Nemtii si chinezii au iesit din criza... acuma-i momentul fratilor!</i>	8/3/2010	Monday	2345	3485	10.75	48.61%	24	0.11%
15	<i>Preturi mai mici pentru servicii de calitate</i>	15/03/10	Monday	2343	3308	10.5	41.19%	37	0.17%
16	<i>Mai ieftin nu se poate... Daca TVA-ul a crescut preturile raman in continuare scazute...</i>	7/4/2010	Wednesday	2391	3289	10.68	37.56%	2	0.01%
17	<i>Daca TVA-ul a crescut preturile raman in continuare scazute...</i>	18/05/10	Tuesday	1882	2712	9.39	44.10%	31	0.15%
18	<i>Promotii Octombrie-Noiembrie si Revelion...</i>	22/06/10	Tuesday	1553	2193	7.88	41.21%	0	0.00%
19		5/7/2010	Monday	1802	2558	9.03	41.95%	30	0.15%
20		23/09/10	Thursday	1613	2209	8.18	36.95%	20	0.10%
21		2/11/2010	Tuesday	1931	2684	9.81	39.00%	32	0.16%
-	TOTAL/AVERAGE	-	-	40580	59533	11.36	46.03%	440	

TABLE II. SYNTHETIC SITUATION OF TRANSYLVANIA BUSINESS CENTER'S NEWSLETTER CAMPAIGNS SENT IN 2009 AND 2010

The following analysis presents the subscribers' interest in the information offered by the 21 newsletter campaigns.

It considers the unique open rates, the multiple open rates, the clicks on links, the unsubscribers, the receiver's behavior.

When a user opens for the first time the newsletter it is considered a unique open and it is counted. If the same user opens again the same newsletter then this is considered a double open and the unique open counter is not increased. For the period 2009-2010 **the average unique open rate is 11.36%**. Figure 8 is a graphic representation of the evolution of unique opens for the 21 newsletters sent by Transylvania Business Center.

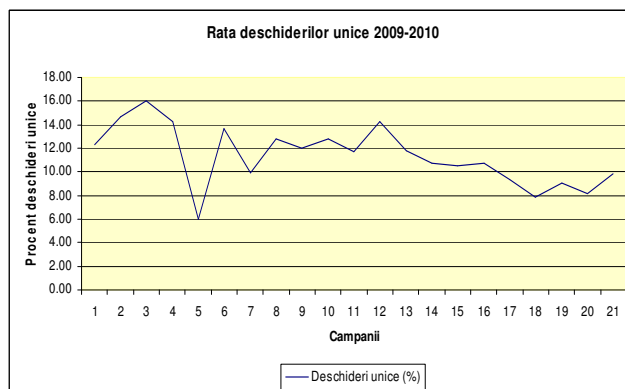


Figure 8. Unique opens of newsletters sent in 2009- 2010

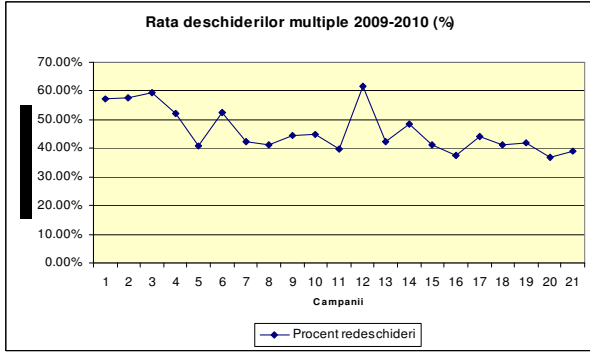


Figure 9. Multiple open rate of newsletters sent in 2009 and 2010

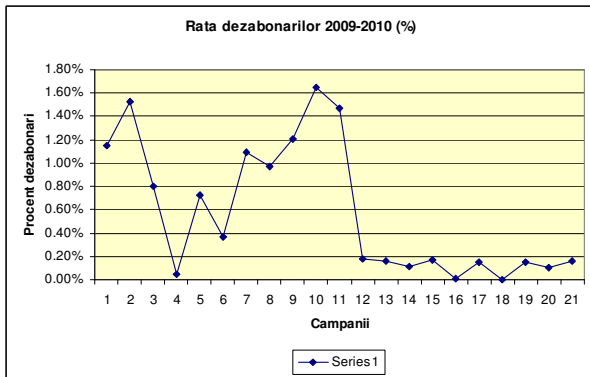


Figure 10. Unsubscribe rates for the newsletters in 2009-2010

Considering the days of the week when the 21 newsletters were sent, our results are:

Day of the week	Average open rate
Monday	10.09
Tuesday	11.00
Wednesday	12.28
Thursday	10.97
Friday	12.28

TABLE III. AVERAGE NEWSLETTER OPEN RATES TAKING INTO CONSIDERATION THE DAY OF THE WEEK THEY WERE SENT TO THE SUBSCRIBERS

The open rates of the campaigns sent on Mondays, Tuesdays and Thursdays are below average while the open rates of campaigns sent on Wednesdays and Fridays are above.

When analyzing the campaigns we found out that from the total of 2573 subscribers that read newsletter 1-2010 (Table 1, row 12), 1414 also read newsletter 2-2010 (Table 1, row 13) but 1159 of them did not open newsletter 2-2010.

Analyzing the 2107 subscribers that read newsletter 2-2010 (table 1, row 13), 1414 of them also read newsletter 1-2010 but 693 of them did not open newsletter 1.

Considering both campaign 1-2010 and 2-2010 we did the following chart:

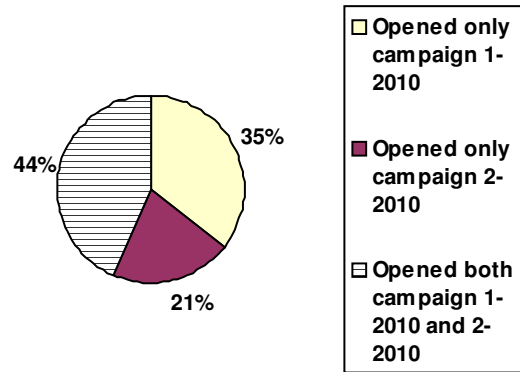


Figure 11. Analysis of the unique open rates for newsletter campaigns 1-2010 and 2-2010

The analysis of campaigns 1-2010 and 3-2010 shows us that:

- from the 2573 subscribers that opened newsletter 1-2010, 1283 also read newsletter 3-2010, while 1290 of them did not open the March campaign.

- from the 2345 subscribers that opened newsletter 1-2010, 1283 of them also opened newsletter 1-2010 and 1062 were subscribers that did not read newsletter 1-2010

The chart below represents the openings of both campaigns 1-2010 and 3-2010:

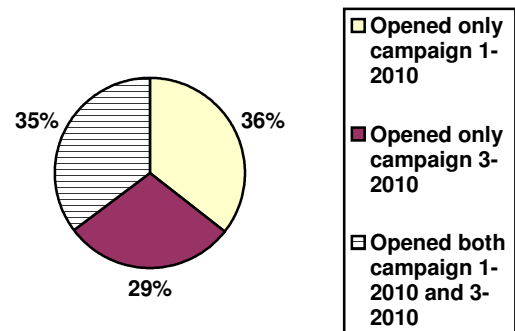


Figure 12. Analysis of the unique open rates for newsletter campaigns 1-2010 and 3-2010

The analysis of the campaigns 2-2010 and 3-2010 shows that 855 from the newsletter 2-2010 readers read only newsletter 2-2010 while 1252 of them also read the next newsletter, 3-2010.

From the 2345 subscribers that read newsletter 3-2010, 1252 also opened the 2-2010 campaign while 1093 did not read the previous newsletter.

The following chart is a representation of the openings of newsletters 2-2010 and 3-2010:

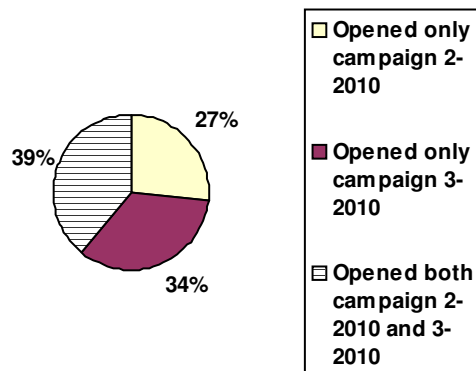


Figure 13. Analysis of the unique open rates for newsletter campaigns 2-2010 and 3-2010

Since newsletter 1-2010 was opened by 2573 unique users, newsletter 2-2010 was opened by 2107 unique users and newsletter 3-2010 was opened by 2345 unique users, the total of them is 7025.

However analyzing the subscriber addresses that opened the 3 newsletter campaigns (1-2010, 2-2010, 3-2010) we concluded that they were opened by 4091 unique users.

This leads us to the conclusion that the rest of the 2934 opens were double and/or triple opens.

IV. CONCLUSIONS

mMK-4-mBIZ is an expanding concept that vertiginously spreads and multiplies due to the new ICT-Information Communication Technologies that amaze us with their new results.

We keep this concept tight to our consumer, user and beneficiary, offering them the possibility to gain more and more comfort and mobility and to keep them align on the natural trend on which the economy will evolve:

mBIZ and **mLS**
(mobile business and mobile life style)

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Priority Axis 1 "Education and training in support for growth and development of a knowledge based society"

Key area of intervention 1.5: Doctoral and post-doctoral programmes in support of research.

Contract **POSDRU 6/1.5/S/3** – „DOCTORAL STUDIES: THROUGH SCIENCE TOWARDS SOCIETY"

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