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Examine the impact of evoked nostalgia on purchase intent of nostalgic products

Tohfeh ghobadi¹, Zohreh Dahdashtishahrokh², Abbas Saleh Ardestani³

Abstract

Purpose: the main aim of this study is to examine the impact of of insecurity on creating psychological Discontinuity and then empirically test the role of evoked nostalgia impact on purchase intent of nostalgic products.

Research method: In this study, sample consists of 57 and 191 students was selected. First we examine the preliminary anxiety test on prototypes and then nostalgic products in prototypes were ranked. Considering that the present research method is post- test real design with only one control group we try to manipulate treatment group and finally data collected were analyzed using smart P.L.S software.

Results: The findings show that personal and social insecurity affects the psychological discontinuity; this discontinuity is also effective on invoking nostalgia. Finally, evoked nostalgia is effective on purchase intent of nostalgic products.

Key words: insecurity, evoked nostalgia , discontinuity, purchase intent of nostalgic products

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Analysis of the effect of transparency of financial reporting on risk of accepted companies in Tehran stock exchange

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Mohammad Ebrahim Hassan Khanei³**

Abstract

In this study, a comprehensive analysis on the effect of the risk of transparency of financial reporting of accepted companies in Tehran stock exchange was conducted during the period of 2011 to 2015. Financial reporting transparency was considered as independent variable and the risk as dependent variable and size, financial leverage, current ratio and return on assets are considered as control variables. To measure the transparency of financial information the disclosure quality score and the information provided by the stock exchange are used. In this study the risk variable is calculated and tested using systematic risk(beta). In order to perform calculations and preparation of the data and information needed for this research and also the analysis Excel and Eviews software were used. Using linear regression and panel data model, the hypothesis was tested, the meaning fullness results were based on the processed regression equation which showed that the transparency of financial reporting has no significant effect on risks of the accepted companies Tehran stock exchange.

Keywords: financial reporting transparency, systemic risk, Tehran stock exchange.

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Social Responsibility and Financial Performance in Companies Listed in Tehran Stock Exchange

Mohammad Hasan Jafari¹, Gholamreza Heydari Kord Zanganeh², Iraj Noravesh³

Abstract

The aim of this study was to evaluate the relationship between corporate social responsibility and financial performance of firms listed in Tehran stock exchange. This study was a descriptive-correlation and an applied research. The statistical population of research consists of all companies listed in Tehran stock exchange market during 2010 to 2014 that a number of 125 companies were active in this period. Data of research was extracted from financial reports of companies and analyzed by regression models in panel data method. In this study the factors ROA, ROE and Tobin's Q used to measure the financial performance and firm's profitability. Findings showed that the firms which reach better social responsibility in terms of organizational transparency, economic-social stability, human kind responsibility and good corporate governance, reach higher profitability. Also the findings showed that firm's profitability in term of ROA causes more social responsibility.

Key words: Social Responsibility, Profitability, Corporate Governance

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Assessing the Value Added of Banking Activities to Reduce Non-Operating Expenses: Case study; Kargaran Refah Bank

Habibollah Nakhaei¹, Ahmad Ahmadi², Ebrahim Asgharina³

Abstract

Banks are the most important centralized and specialized monetary, credit and investment institutions. Several services are available in the banks for customers, including: Opening of various accounts, granting of facilities, presenting the actual / legal / encrypted check, transfers and guarantees, promissory notes, participation bonds, stock and broker services, payment and receipt of cash. Activities in new banking have undergone a change. Many of the activities have been abandoned and many have been launched and expanded. Banks are pushing for increased performance and productivity in a competitive environment, which requires them to review their activities and promote their work paths.

In this research, the value added of banking activities has been identified and evaluated.

First, a field study was conducted to investigate the history of research, and then the experimental results of the services and activities of the bank were performed through the implementation of the questionnaire "Assessing the value added of the central and non-core activities of the Refah Kargaran Bank" and the interview was conducted with experts and bank directors. The results showed that there is a significant relationship between non-value added activities with credit and cash activities, structural and staffing activities, and the services of the Refah Kargaran Bank of the South Khorasan Province.

But there is not a meaningful relationship between non-value added activities and value added services activities. The analysis of the reasons for the weakness of the disproportion between the non-operational costs related to some of these activities and their added value has been analyzed in the Refah Kargaran bank and suggestions for each activity in the form of five situation, removal, limitation, preservation, restoration, completion of this activity is provided.

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The effects of privatization on the development of the market

Mohamad Mashhadi Tafreshi¹, Majid Jahangirfard²

Abstract

The main objective of this paper is to investigate the effects of privatization on market development in private companies admitted to the stock market in Iran during the period from 1390 to the end of 1393. The data of 145 companies accepted from the stock market, the privatization organization and official sites were collected and multiple regression variance analysis and regression equation coefficients were used to analyze the data. The results of this research indicate that privatization on the development of the stock market by considering the controlling factors of the size of the company, the ratio of book value to market value and the ratio of stock price to stock and the size of the stock market, taking into account the controller of the size of the company and the market index Regarding the controlling factor, the ratio of book value to market value is effective, and privatization is required through the stock market.

Key words: privatization, stock market development, stock market index, market size.

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Ranking the success critical factors of progressive marketing strategies in the banking industry using fuzzy multi-criteria decision-making methods

Jamshid Salehi Sadaghiani¹, Seyed Ali Ayazi², Mohammad Sabet Motlagh³

Abstract

Strategic management based on Dynamic mentality, forward-looking, holistic and contingency, the solution to many problems of today's organizations. In recent years many institutions and banks have been licensed by the Central Bank and in the financial markets are seeking market share. The institutions in order to gain strength and compete with institutions and banks that are older in this area follow the step by step development programs. Due to the important in this study we have tried to identify and evaluate the success criteria and factors of the progressive marketing strategies in the banking industry. Thus In this study with literature review the success critical factors identified and after screening were offered to experts. In the next step the research's criteria were evaluated and weighted using fuzzy ANP and then the success factors were evaluated and prioritized using fuzzy VIKOR.

Keywords: success Critical factors, progressive marketing, VIKOR fuzzy, fuzzy AN

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Identifying and Ranking of Influencing Drivers on Supply Chain Management with Fuzzy Multiple Attribute Decision Making Techniques

Masoud Ahmadi ¹, Fatemeh Taheri ², Samaneh Tork³

Abstract

The main purpose of this study is to identifying and ranking of influencing drivers on "green supply chain management" in the companies and manufacturing industries west golestan province with fuzzy multiple attribute decision making approach. The research method of this study is descriptive (survey) type. At first, by studying the literature, a series of green supply chain management stimuli and their evaluation criteria were selected and then more effective factors were identified by conducting interviews with managers of manufacturing industries and academic experts in the west of Golestan province. At the end of the weight, the indexes are ranked using the fuzzy tops technique and the priority of each agent is presented. The results of research revealed that there is positive and significant related between drivers related to GSCM and green supply chain management. Also, Drivers effect on green supply chain management in order: legislation, business environment, organizational style, society influences, financial incentives, Eco knowledge, innovation.

Keywords: Green Supply Chain Management, Drivers, multiple attribute decision test, Fuzzy TOPSIS.

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Evaluating the Effects of environmental stimuli store on nonverbal and behavioral responses of costumers

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Abstract

Today, many marketers view the store environment as an important way to satisfy their consumers. They do this by providing a positive shopping experience that establishes the store as the first choice in the consumer's mind. This study investigates the process during which the environmental motivations including music, light, scent, decoration, color and temperature impact the nonverbal responses (PAD) like pleasure, arousal and dominance that finally lead to/not to buy. conduct sales and reputation empirical value added sales force and commitment to customer relationships. The research and applied research is descriptive in terms of data collection method. The population of this study includes all customers insurance Entrepreneur insurance branches in Tehran, this study sample consisted of 300 people. We employed questionnaire as the tool to gather the information needed that questionnaire reliability of the research has been measured by Cronbach's alpha calculation to 0.96 amount, validity of the research tool also confirmed by (confirmation) factor analysis. The data is analyzed using structural equation modeling. The results showed that environmental motivations of a market affect the nonverbal responses (PAD) positively. Also this research has studied the direct effect of environmental motivations on the verbal responses. The findings showed that the effect was positive.

Key words: Environmental Stimuli, Verbal Answers, Non-verbal answers

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