**Katalog E-Book 4**

1. **The Effect of Customer Trust on Customer Loyalty and Customer Retention: A Moderating Role of Cause Related Marketing ; Muhammad Zaman Sarwar, Kashif Shafique Abbasi & Saleem Pervaiz ;** [**loyalty,relationship,servqual,trust\4-The-Effect-of-Customer-Trust-on-Customer.pdf**](loyalty%2Crelationship%2Cservqual%2Ctrust/4-The-Effect-of-Customer-Trust-on-Customer.pdf)
2. **The Impact of Service Quality on Customer Loyalty: A Study of Banks in Penang, Malaysia ; Lo Liang Kheng, Osman Mahamad, T. Ramayah, and Rahim Mosahab ;** [**loyalty,relationship,servqual,trust\6148.pdf**](loyalty%2Crelationship%2Cservqual%2Ctrust/6148.pdf)
3. **IMPACT OF SERVICE QUALITY, TRUST, AND CUSTOMER SATISFACTION ENGENDER CUSTOMERS LOYALTY? ; Mohammad Muzahid Akbar1 and Noorjahan Parvez ;** [**loyalty,relationship,servqual,trust\article02\_JanApr2009.pdf**](loyalty%2Crelationship%2Cservqual%2Ctrust/article02_JanApr2009.pdf)
4. **Customer Trust as Relationship Mediation Between Customer Satisfaction and Loyalty At Bank Rakyat Indonesia (BRI) Southeast Sulawesi ; Dr. Rahmat Madjid ;** [**loyalty,relationship,servqual,trust\F0251048060.pdf**](loyalty%2Crelationship%2Cservqual%2Ctrust/F0251048060.pdf)
5. **Customer Satisfaction, Trust and Loyalty as Predictors of Customer Intention to Re-Purchase South African Retailing Industry ; Richard Chinomona and Maxwell Sandada ;** [**loyalty,relationship,servqual,trust\MJSS 10.pdf**](loyalty%2Crelationship%2Cservqual%2Ctrust/MJSS%2010.pdf)
6. **DETERMINANTS OF E-COMMERCE CUSTOMER SATISFACTION, TRUST, AND LOYALTY IN SAUDI ARABIA ; Mustafa I. Eid ;** [**loyalty,relationship,servqual,trust\Paper5.pdf**](loyalty%2Crelationship%2Cservqual%2Ctrust/Paper5.pdf)
7. **Customer Loyalty the Effects of Service Quality and The Mediating Role of Customer Relationship Marketing TelKom Speedy in Jember Area ; Muchtar Rizka and Astuti Widji ;** [**loyalty,relationship,servqual,trust\riber\_k13-164\_491-502.pdf**](loyalty%2Crelationship%2Cservqual%2Ctrust/riber_k13-164_491-502.pdf)
8. **An exploratory study of the relationship between store image, trust, satisfaction and loyalty in a franchise setting ; J. Beneke, E. Adams, O. Demetriou & R. Solomons ;** [**loyalty,relationship,servqual,trust\SABVIEW15\_2\_chap 4.pdf**](loyalty%2Crelationship%2Cservqual%2Ctrust/SABVIEW15_2_chap%204.pdf)
9. **Market orientation of French and Hungarian small and medium-sized wineries ; Franc¸ois Durrieu and Agnes Toth Hofmeister ;** [**Market Orientation\Markor From Proquest\Hungarian Wineries Market Orientation.pdf**](Market%20Orientation/Markor%20From%20Proquest/Hungarian%20Wineries%20Market%20Orientation.pdf)
10. **Managing flexible work arrangements in US organizations: formalized discretion or ‘a right to ask’ ; Erin L. Kelly and Alexandra Kalev ;** [**Market Orientation\Markor From Proquest\Managing flexible work arrangements in.pdf**](Market%20Orientation/Markor%20From%20Proquest/Managing%20flexible%20work%20arrangements%20in.pdf)
11. **Market Orientation, Strategy, and Performance in the Primary Forest Industry ; Eric Hansen, Clay Dibrell and Jon Down ;** [**Market Orientation\Markor From Proquest\MO, Strategi, Firm Performance.pdf**](Market%20Orientation/Markor%20From%20Proquest/MO%2C%20Strategi%2C%20Firm%20Performance.pdf)
12. **TOWARD A RESEARCH MODEL OF MARKET ORIENTATION AND DYNAMIC CAPABILITIES ; Jia-Jeng Hou ;** [**Market Orientation\Markor From Proquest\Model Market Orientation.pdf**](Market%20Orientation/Markor%20From%20Proquest/Model%20Market%20Orientation.pdf)
13. **MARKET ORIENTATION AND ORGANISATIONAL PERFORMANCE: THE INFLUENCE OF MODERATORS ; Mehdi Taghian and Robin N. Shaw ;** [**Market Orientation\MARKET ORIENTATION AND ORGANISATIONAL PERFORMANCE.pdf**](Market%20Orientation/MARKET%20ORIENTATION%20AND%20ORGANISATIONAL%20PERFORMANCE.pdf)
14. **Market Orientation, Innovativeness, Product Innovation, and Performance in Small Firms ; Frans J H M Verhees and Matthew T G Meulenberg ;** [**Market Orientation\Market orientation, innovativeness, product innovation and performance in small firms.pdf**](Market%20Orientation/Market%20orientation%2C%20innovativeness%2C%20product%20innovation%20and%20performance%20in%20small%20firms.pdf)
15. **The Effect of a Market Orientation on Business Profitability ; John C. Narver and Stanley F. Slater ;** [**Market Orientation\Narver and Slater 1990.pdf**](Market%20Orientation/Narver%20and%20Slater%201990.pdf)
16. **The Effect of Market Orientation on Business Performance of the Companies Designing and Manufacturing Clean Rooms ; Amirhossein Amirkhani and Rasool Sanavi Fard ;** [**Market Orientation\The Effect of Market Orientation on Business Performance of the.pdf**](Market%20Orientation/The%20Effect%20of%20Market%20Orientation%20on%20Business%20Performance%20of%20the.pdf)
17. **MARKET EFFICIENCY ; ELROY DIMSON AND MASSOUD MUSSAVIAN ;** [**MARKETING\MARKET EFFICIENCY.pdf**](MARKETING/MARKET%20EFFICIENCY.pdf)
18. **Ken Kam and Market Efficiency ; DANIEL B. KLEIN ;** [**MARKETING\MARKET EFFICIENCY1.pdf**](MARKETING/MARKET%20EFFICIENCY1.pdf)
19. **Market eﬃciency and the long-memory of supply and demand: Is price impact variable and permanent or ﬁxed and temporary? ; J. Doyne Farmer, Austin Gerig, Fabrizio Lillo, and Szabolcs Mike ;** [**MARKETING\MARKET EFFICIENCY2.pdf**](MARKETING/MARKET%20EFFICIENCY2.pdf)
20. **A brief history of market efficiency ; Elroy Dimson and Massoud Mussavian ;** [**MARKETING\MARKET EFFICIENCY4.pdf**](MARKETING/MARKET%20EFFICIENCY4.pdf)
21. **Does Price Transparency Improve Market Efficiency? Implications of Empirical Evidence in Other Markets for the Health Sector ; D. Andrew Austin and Jane G. Gravelle ;** [**MARKETING\MARKET EFFICIENCY5.pdf**](MARKETING/MARKET%20EFFICIENCY5.pdf)
22. **Mass-customization Methodology for an Apparel Industry with a Future ; Ms. Seung-Eun Lee & Dr. Joseph C. Chen ;** [**Mass Customization babeh\leee1222.pdf**](Mass%20Customization%20babeh/leee1222.pdf)
23. **The Limits of Mass Customization ; Zipkin, Paul ;** [**Mass Customization babeh\LimitsofMassCustomisation.pdf**](Mass%20Customization%20babeh/LimitsofMassCustomisation.pdf)
24. **HANDBOOK OF RESEARCH IN MASS CUSTOMIZATION AND PERSONALIZATION ; Frank T Piller and Mitchell M Tseng ;** [**Mass Customization babeh\mchandbook2010.pdf**](Mass%20Customization%20babeh/mchandbook2010.pdf)
25. **Does mass customization pay? An economic approach to evaluate customer integration ; FRANK T. PILLER, KATHRIN MOESLEIN and CHRISTOF M. STOTKO ;** [**Mass Customization babeh\ppc04.pdf**](Mass%20Customization%20babeh/ppc04.pdf)
26. **Pengaruh Kekuatan dan Budaya Tim terhadap Kinerja Tim Program Penanggulangan Tuberculosis (P2TB) Puskesmas di Provinsi Daerah Istimewa Yogyakarta ; Achmad Syukur & Mubasysyir Hasanbasri ;** [**MSDM\budaya tim.pdf**](MSDM/budaya%20tim.pdf)
27. **Organizational Commitment, Job Redesign, Employee Empowerment and Intent to Quit Among Survivors of Restructuring and Downsizing ; Isaiah O. Ugboro ;** [**MSDM\JBAM\_7\_3\_1\_Organizational\_Commitment.pdf**](MSDM/JBAM_7_3_1_Organizational_Commitment.pdf)
28. **MANAJEMEN STRATEGIS ; MUSLIM TAMPUBOLON ;** [**MSDM\kepemimpinan2.pdf**](MSDM/kepemimpinan2.pdf)
29. **PERAN PEMIMPIN DALAM PENGEJAWANTAHAN BUDAYA ; Th. Dewi Setyorini ;** [**MSDM\Leadership n culture.pdf**](MSDM/Leadership%20n%20culture.pdf)
30. **“The SuperLeadership” Gaya Kepemimpinan di Era Bisnis yang Hiperkompetisi ;** [**MSDM\leadership.pdf**](MSDM/leadership.pdf)
31. **Competitive priorities, plant improvement and innovation capabilities, and operational performance A test of two forms of ﬁt ; David Xiaosong Peng, Roger G. Schroeder and Rachna Shah ;** [**OM Journal\Competitive\_priorities,.pdf**](OM%20Journal/Competitive_priorities%2C.pdf)
32. **vents, emotions, and technology: examining acceptance of workplace technology changes ; Kathryn R. Stam and Jeffrey M. Stanton ;** [**OM Journal\Events,\_emotions,.pdf**](OM%20Journal/Events%2C_emotions%2C.pdf)
33. **Exploring the impact of national culture on investments in manufacturing practices and performance An empirical multi-country study ; Frank Wiengarten, Brian Fynes, Mark Pagell and Sean de Burca ;** [**OM Journal\Exploring\_the-1.pdf**](OM%20Journal/Exploring_the-1.pdf)
34. **Sustainable procurement in the public sector: an international comparative study ; Stephen Brammer and Helen Walker ;** [**OM Journal\Sustainable\_procurement.pdf**](OM%20Journal/Sustainable_procurement.pdf)
35. **The important role of change management in environmental management system implementation ; Shannon K. Ronnenberg, Mary E. Graham and Farzad Mahmoodi ;** [**OM Journal\The\_important.pdf**](OM%20Journal/The_important.pdf)
36. **The inﬂuence of purchasing strategies on manufacturing performance An empirical study in Malaysia ; P. Thrulogachantar and Suhaiza Zailani ;** [**OM Journal\The\_influence.pdf**](OM%20Journal/The_influence.pdf)
37. **The relationship between multidimensional organizational culture and performance Daniel I. Prajogo and Christopher M. McDermott ;** [**OM Journal\The\_relationship.pdf**](OM%20Journal/The_relationship.pdf)
38. **Theoretical versus actual product variety: how much customisation do customers really demand? ; Thomas Stablein, Matthias Holweg and Joe Miemczyk ;** [**OM Journal\Theoretical\_versus.pdf**](OM%20Journal/Theoretical_versus.pdf)
39. **Tools and techniques for quality management in the food processing industry ;** [**operasi\090609 paper\_Frank Gerriets\_Quality Management needs Traceability Software.pdf**](operasi/090609%20paper_Frank%20Gerriets_Quality%20Management%20needs%20Traceability%20Software.pdf)
40. **A Study Of Quality Management In Small Organizations Providing Services Directed At People ; Joseph N. Khamalah ;** [**operasi\a study of TQM.pdf**](operasi/a%20study%20of%20TQM.pdf)
41. **Analisis total quality service dengan menggunakan quality function deployment pada bank perkreditan rakyat (BPR) Kartadhani Mulya Kartasura ; Hernawan Wijayanto ;** [**operasi\abstrak\_tqs.pdf**](operasi/abstrak_tqs.pdf)
42. **Management tools &techniques ; Darrell K. Rigby ;** [**operasi\BB\_1999\_Management\_Tools\_techniques\_survey.pdf**](operasi/BB_1999_Management_Tools_techniques_survey.pdf)
43. **Using the Total Cost Management Tools and Technique in IT insurance Projects ;** [**operasi\Cost\_Management\_Tools\_Technique\_IT\_Insurance\_Projects.pdf**](operasi/Cost_Management_Tools_Technique_IT_Insurance_Projects.pdf)
44. **Decision support tools ;** [**operasi\Decision support tools.docx**](operasi/Decision%20support%20tools.docx)
45. **TQM and Marketing Perspectives for Surveying Education and Training ; Levente Dime ´n, Nicolae Ludusan and Romania ;** [**operasi\jurnal tqm.pdf**](operasi/jurnal%20tqm.pdf)
46. **Patok Duga Sebagai Instrumen Perbaikan Kinerja Perusahaan ; Sri Untari ;** [**operasi\patok duga sri untari.pdf**](operasi/patok%20duga%20sri%20untari.pdf)
47. **Measurement for Process Improvement ; Joyce Statz ;** [**operasi\PI\_Measurement.pdf**](operasi/PI_Measurement.pdf)
48. **From Quality Management To Organization Excellence: “Don’t Throw The Baby Out With The Bath Water” ; Kevin J. Foley ;** [**operasi\QMTOE\_1.pdf**](operasi/QMTOE_1.pdf)
49. **The use of quality management tools and techniques: a study in plastic injection moulding manufacture ; A B J Adams1 and B G Dale ;** [**operasi\the use of tqm.docx**](operasi/the%20use%20of%20tqm.docx)
50. **TOTAL QUALITY MANAGEMENT AND INFORMATION TECHNOLOGIES: AN EXAMINATION OF THE ISSUES ; Angel R. Martínez Lorente and Frank Dewhurst and Barrie G. Dale ;** [**operasi\tqm & information.pdf**](operasi/tqm%20%26%20information.pdf)
51. **TQM foof presentation ;** [**operasi\TQM foof presentation.pdf**](operasi/TQM%20foof%20presentation.pdf)
52. **Understanding Total Quality Management in Context: Qualitative Research on Managers’ Awareness of TQM Aspects in the Greek Service Industry ; Alexandros G. Psychogios and Constantinos-Vasilios Priporas ;** [**operasi\TQM in context.pdf**](operasi/TQM%20in%20context.pdf)
53. **Penerapan Total Quality Management in Education (TQME) pada Perguruan Tinggi di Indonesia : Suatu Upaya untuk Memenuhi Kebutuhan Sistem Industri Modern ; Vincent Gaspersz ;** [**operasi\tqm-pt vincent.docx**](operasi/tqm-pt%20vincent.docx)
54. **Pasar Tradisional : Ruang Publik yang Makin Terpinggirkan ; Dede Kosasih ;** [**Pasar Tradisional\1Pasar Tradisional.pdf**](Pasar%20Tradisional/1Pasar%20Tradisional.pdf)
55. **Boks Pola Pembentukan Harga dan Rantai Distribusi Beras di Kota Palangka Raya ;** [**Pasar Tradisional\BoksKajianBeras.pdf**](Pasar%20Tradisional/BoksKajianBeras.pdf)
56. **Buku putih pasar tradisional ; Mari Elka Pangestu ;** [**Pasar Tradisional\Buku Putih pasar tradisional.pdf**](Pasar%20Tradisional/Buku%20Putih%20pasar%20tradisional.pdf)
57. **PENELITIAN DAMPAK KEBERADAAN PASAR MODERN (SUPERMARKET DAN HYPERMARKET) TERHADAP USAHA RITEL KOPERASI/WASERDA DAN PASAR TRADISIONAL ;** [**Pasar Tradisional\Dampak Keberadaan pasar.pdf**](Pasar%20Tradisional/Dampak%20Keberadaan%20pasar.pdf)
58. **An empirical investigation ofinnovationdeterminantsinfood machinery enterprises Barbara ; Bigliardi and Alberto Ivo Dormio ;** [**PILIHAN\1. An\_empirical.pdf**](PILIHAN/1.%20An_empirical.pdf)
59. **Antecedents and performance impacts of product versus process innovation Empirical evidence from SMEs located in Turkish science and technology parks ; Ilker Murat Ar and Birdogan Baki ;** [**PILIHAN\2. Antecedents\_and.pdf**](PILIHAN/2.%20Antecedents_and.pdf)
60. **Celebrity endorsement, brand credibility and brand equity ; Amanda Spry, Ravi Pappu and T. Bettina Cornwell ;** [**PILIHAN\3. Celebrity\_endorsement,.pdf**](PILIHAN/3.%20Celebrity_endorsement%2C.pdf)
61. **Consumer lifestyles and online shopping continuance intention ; Norzieiriani Ahmad, Azizah Omar and T. Ramayah ;** [**PILIHAN\4. Consumer\_lifestyles.pdf**](PILIHAN/4.%20Consumer_lifestyles.pdf)
62. **Factors influencing tourists’ revisit intentions ; Vanessa A. Quintal and Aleksandra Polczynski ;** [**PILIHAN\5. Factors\_influencing.pdf**](PILIHAN/5.%20Factors_influencing.pdf)
63. **Pricing Policy Effectiveness is Domestic Water Demand Management Estimation of Domestic Water Demand Function in Lahore ; Tamkinat Rauf1 and M.Wasif Siddiqi ;** [**Pricing Strategy\28.pdf**](Pricing%20Strategy/28.pdf)
64. **Effective Dynamic Pricing Strategies with Stochastic Demand ; Lap Mui Ann Chan, David Simchi-Levi and Julie Swann ;** [**Pricing Strategy\158\_DSlevi\_Stoch\_Demand.pdf**](Pricing%20Strategy/158_DSlevi_Stoch_Demand.pdf)
65. **Pricing Strategy Under Monopoly Conditions: An Experiment for the Classroom ; Robert G. Nelson and Richard O. Beil, Jr. ;** [**Pricing Strategy\26010287.pdf**](Pricing%20Strategy/26010287.pdf)
66. **Competitive Advantage Through Innovative Pricing Strategies: The Case of the Airline industry ; Andreas Knorr and Silvia Zigova ;** [**Pricing Strategy\b093.pdf**](Pricing%20Strategy/b093.pdf)
67. **Demand State and Pricing Strategy ; Frederico Zornig ;** [**Pricing Strategy\demand\_state\_and\_pricing\_strategy.pdf**](Pricing%20Strategy/demand_state_and_pricing_strategy.pdf)
68. **An Empirical Analysis of Determinants of Retailer Pricing Strategy ; Venkatesh Shankar and Ruth N. Bolton ;** [**Pricing Strategy\DeterminantsofRetailerPricingActivity.pdf**](Pricing%20Strategy/DeterminantsofRetailerPricingActivity.pdf)
69. **Effective Hospital Pricing Strategy ; William O. Cleverley ;** [**Pricing Strategy\EffectiveHospitalPricingStrategy.pdf**](Pricing%20Strategy/EffectiveHospitalPricingStrategy.pdf)
70. **Understanding Pricing Objectives and strategies For the Value-Added Ag Producer ;** [**Pricing Strategy\ua441.pdf**](Pricing%20Strategy/ua441.pdf)
71. **Pricing Strategy ;** [**Pricing Strategy\unit2\_step5\_resource.pdf**](Pricing%20Strategy/unit2_step5_resource.pdf)
72. **Influence Of High Commitment Management on Organisational Performance: Human Resource Flexibility as a Mediator Variable ; Inmaculada Beltran Martin ;** [**Quality Commitment\High commitment management and organizational performance.pdf**](Quality%20Commitment/High%20commitment%20management%20and%20organizational%20performance.pdf)
73. **Quality Commitment for Suppliers / QC 1 ;** [**Quality Commitment\QC\_1\_e.pdf**](Quality%20Commitment/QC_1_e.pdf)
74. **RELATIONSHIP BETWEEN SUPERIOR-SUBORDINATE RELATIONSHIPS QUALITY AND GROUP COMMITMENT: THE MEDIATING FACTOR OF SUPERIOR-SUBORDINATE COMMUNICATION ; Hassan Abu Bakar and Che Su Mustaffa ;** [**Quality Commitment\superior-superordinate relationship on group commitment.pdf**](Quality%20Commitment/superior-superordinate%20relationship%20on%20group%20commitment.pdf)
75. **The Influence of a Family on Ethical Behaviour of a Family Enterprise ; Mojca Duh and Jernej Belak ;** [**Quality Commitment\the influence of family on ethical behavior in family entreprises.pdf**](Quality%20Commitment/the%20influence%20of%20family%20on%20ethical%20behavior%20in%20family%20entreprises.pdf)