

# FACTORS PROMOTING MARKETING TRENDS FOR REVENUE GENERATION

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## **Abstract:**

*In spite of the tremendous change in trends, there is still a huge trading via marketing. As there is a day to day innovation, still the marketing trends have an impact on the economy. Financial trends changed so much as compared to last some years as the system moved from simplicity to specialized e-commerce. The financial modes of trends of the countries are changed from last two decades. They moved from traditional trading system to advance automated and sophisticated e-commerce systems of trading. Same as the products, supplies, as well as their demands, change with the passage of time. The business also moved from barter system to the enhanced and user-friendly business network. There is a multidimensional aspect of marketing strategies. There is a huge modification of products, goods and the way these goods are supplied and delivered. Generations after generations from a simple exchange of products towards fine grain marketing strategies have reshaped the business definition around the world. Many factors are responsible for this modification. The proposed paper consists of some of these factors which influence the revenue generation of high-level systems. This is helpful in decision making in business schemes to occupy the huge market share in profit generation marketing. The paper helps to identify new marketing and business schemes to overcome huge market share which is helpful to generate profit.*

## **Keywords:**

*E-commerce; Revenue; Trading; Marketing Strategies.*

## **1. Introduction**

The business serves the means for exchange of commodities, products, service with other things, products and/or services which are needed for a specific time interval to fulfill the business needs. It means the things which are exchanged with their alternatives are less important than the new ones. Our needs, desires, and wishes are responsible to make specific things more important than that of the others [2]. Human beings are blessed with the mind and wisdom. To fulfill his needs, he tries to find the most available and comparatively easily available path to attain his objective [7]. The intensity and importance of the demands also play a vital role in accomplishment.

Sometimes; some things are considered more important than others. With the passage of time, human age increases and changes interests of human beings [4]. To establish a proper system of exchange of goods and services, to execute them in an appropriate way, policies are developed and analyzed for implementation. These policies can be implemented in small organization level to international and inter-country level [6]. For regulating such policies, high and international approved central approving and regulating units are established which is responsible for the policy implementation, modification and even to demolish any policy according to the requirements of the situation faced [9]. These central trade units maintain the rules and regulations in order to enhance trading procedures. The central authorities have the right to apply different policies depending upon geographical, environmental, ecological, sociological, regional sectors as well as depending upon the needs of people at large. [12], however, it is ensured that the basic concerns should remain the same and free of objection for regions and they abide by the regulations.

To facilitate our lives, buying and selling is an important part of human being. Purchase of goods hence serves as a mean to enhance the marketing and to promote the businesses. No one can live in isolated and complete independent life [5]. We need others to make our lives spent in a comfortable way. Being social in nature enhances the capacity building of the humans which ultimately results in the wellbeing of the people. This is also a reason that the society is build up with individuals. More the social interactions are, more the stronger society it will be. Majority of the countries and multinational organizations have a strong infrastructure that is based on social interactions [15]. After the development of Information Technology, there is a revolutionary increase in social interactions. This thing has a great impact on human behavior, health, business and many other factors including trade and marketing. It is also a reason to improve business and revenue generation. The areas which have more strong social interaction, the economy is better in those regions as compared to isolated and stand-alone regions. There are many factors involving in this revolution of economic improvement. In this paper, some of the major factors are discussed and it is found that these factors are so much important and have more impact on human society.

As the technology changes, the business terms and ways are now used in a dynamic way. A business can be established by the key factor which is resource availability and its wise usage to maximize profit in a distributed way. The key focus of profit generation is to have a safe and secure business with fraud clarity and avoidance from all illegal profit generating ways, business fluctuation, and failure aspects are very much important in every time. As the policies and regulations also play an important role in corporate sector by boosting the valuable attributes, features of human individuals. The general system however only focuses on age, educational background, number of business firms under scattered features. The mathematical facts of economic changes around the globe present top list companies which set the benchmark to evaluate the rise and fall of business industries. The initiative is to generate a fraud reduced and quality assured business group. In case of religious-based countries, the top priority is the cultural and socioeconomic background followed by financial trends. Law oriented countries have top priority in real life importance. The festivals and economy are measured by the ADT test results by mean, median and standard deviation results which measure the relation and correlation between these two variables. Education and literacy is the main cause of raising financial figures around the world. Marketing trend set is as important to grow in a multinational industry that most of the revolutionary multinational companies deliver statistical data presentation for revenue generation.

## 2. Literature Review

The world strategies have now changed. The marketing is now considered to be the backbone of businesses to increase the revenue. Different techniques are already introduced to increase the profit rate[41]. Huge businesses and multinational organizations introduce their products to attract customers according to their needs, demands, fashions, and trends. There is a huge load of work that has done on this subject. Lots of researchers had worked out according to their ideology but here a few concepts are mentioned with their point of view and what makes this article to fit under that umbrella.

[3 to 14] concludes the financial statistics in this regards. The concept indicates the financial facts and figures of worlds top multi-level businesses. A major part of data has been extracted from these reports. From the above-discussed criteria, the hypothesis can be concluded. Same data can reshape the world with a new perspective which is exactly applicable to the new ideology.

In [17] Usman Majeed, Abdul Rehman in 2015 has highlighted the economic status of traditional and religious events and festivals. The traditional events increase the sale purchase for the religious festivals. Pakistan's best and largest exchange which is Pakistan Stock Exchange (PSX) provides the most reliable and accurate date for working. In religious months like Ramadan, Eid, Milad, Muharram etc observed variable and fluctuation financial figures as compared to other months because marketers set trends even more in these special months as compared to other normal months but only traditional nature of business and purchase has been observed. When the commodities are reestablished and redesigned they came under the head of new marketing plans and strategies which are necessary to innovate for the growth of businesses under religious and traditional trends of the country.

The religious aspects of any nation are necessary for their nationwide growth. However religious trends innovate the beauty of minds.

In [18] 2015 Hiller focussed on human features for firms growth by focusing on individuals behaviors and attitude necessary for economic development of any country. The main focus is on general public morals and values as well as the trends they follow in decision making for implementation of plans. The strategy before purchase is different as compared to after the purchase has observed because it reflects the human ideology in response to the

tracing output. Trading depends on the age, gender, social status classification for economic variations. However, The parameter of technological modifications still ignored during the case. As along with the latest marketing trends, the financial status of regional development can be seen as the distinct change in the market observation.

Alexander Dyck [19] in 2014 discusses ideas about the types of fraud businesses and their impacts on business. As the goals have deeply manifest due to frauds gels at the businesses.

The risk and frauds discussed at multi-level businesses are part of the danger of any sort of business. These frauds and risks are a great threat to the progressing businesses. No business is a risk-free business. There are risks attached to any sort or nature of the business. In finance, there is a very well known saying that greater the risks, greater the profit. The well-established trading units, where there is a huge financial flow, there is more threat of attacks, stealing cash, snatching and robbery threats. However, the technology is dynamically changing and becoming more and smarter. The threats are intelligently being sorted out and being resolved up to the mark to overcome the threats. However, in that article, it is not considered that smarter the implementation, greater will be the security of systems.

Dahlquist, Steven H. and David A. Griffith (2014) in [20] introduced many informative and innovative schemes for supply chain management and interpersonal capabilities to enhance the businesses. There is an impact of governance mechanisms for the market conditions of networks.

The innovative marketing trends are introduced to enable parameters which make specific facts to consider any of the business schemes. But the time is always dynamic and the diversity of nature is very sure; as sure is the business and marketing strategies. No doubt the customer is the key factor for any business priority but what actually the customer wants is most important to be discussed.

Sometimes it is also intangible marketing trends which are necessary for the promotional growth of the businesses. The remarkable interfere of technology upon modern civilization, in spite of good governance is not clearly elaborated. Technical enhancement is also a key factor which is responsible to change policies according to regional demands. This also redefines the demand-supply parameters.

With the intervening of information system in the business industry, short-term and seasonal concerned goods and policy impact on business is studied by [22] Guemues, Mehmet, Saibal Ray and Suya Yin (2013), they have beautifully expressed the web-based business and the flexibility of policies in online trading; the customer based ranking of products and policy enhancement is mainly focused. The customer's main focus is the deep impact on product production and for a new version of the product for manufacturing. The producer-consumer relation is well maintained where the valued customer opinion is highly considered because customers are the key to success. That is the reason the good organizations pay more importance on customer feedback and there are separate departments maintained for this purpose. But the dynamic technology implementation on real-life scenarios was not emphasized in those findings. The customer's opinion can be very much modified after a short-term experience of smart technology. The customer is usually not aware of what the technical boosts are and how it can be converted into hardware and usable form. That is the reason when the new smart product is launched according to the specifications of the customers. There is a random and noticeable sale at the start but after that, the customer is aware of the next generation smart product, and if that product is found by any other company, they immediately switch their choice towards the next level.

Dyreg, S., Mayew, W., Williams, C., in 2012 [23] studied religious norms and Corporate finance theme. They had the focal concern of society where two major factors are selected which is the honesty and risk management. Every religion builds up some boundaries of dealing and behaving well so that the individual should be beneficial to the society. A well polished religious man; if understands his religion better than he can be the fruitful person for the society. Therefore the well mannered social life and trading adaptations pay optimist approach in a facilitating business. It was later innovated by [17] considering a few religious parameters for festivals and economic impacts. They claimed that the more religious associated people have least variations in the products. But the effect of dynamic modifications on marketing trends is not considered in their findings. Every religious mind has the intelligent mind to think and the era modification does not mean that the individuals are restricted to one item for permanent basis.

There are further associated articles referred to related history but most of them did not clearly focus on the innovative and dynamic effects on marketing trends which are responsible to have distinct marketing revolutionary progress. In below sections, these factors are considered and expressed in a way that this will show how social and technical enhancements can be better for marketing and financial trading.

### 3. Marketing Concerns

Business has many phases in past. The history of business is very old. Earlier, the basic needs and demands of life were fulfilled by a simple exchange of goods by the system known as a barter system. Things were prioritized based on one's own criteria. Exchanging was a good method to get the required things at a proper time, after some time the currency and money were specified to indicate the value of something. Depending upon the quality of product, size and number increase or decrease the value of money to be paid.

The basic concern is to distribute the items to the concerned end users. Any ideology is first a theory, concern case study, which has deep policy-based strategies, then the implementation and analysis for further result conclusion. For different regions, there are modifications in policy management which are directly influenced by social, ethical, regional concerns. Earlier systems were locally concerned but after the internet technologies, the world has become a global village. The whole world is now connected to the internet which is a user-friendly and convenient way to coordinate members globally.

The business has then changed towards service-oriented financial concerns. Such enhancements have developed new channel marketing globalization. Things have planned to keep in view the trade-off and incentives. Recent studies have shown that the marketing channels have expanded up to 150% and still, there is a noticeable increase.

It is, therefore, a vast research area where research is being carried out to find new ways to expand business boundaries, facilitate nations and satisfy end user.

#### **4. Social Concerns**

Human beings are civilized individuals. Everyone has a social circle even one is conservative, liberal or moderate in keeping people. This is one of the basic needs of humans that they cannot survive in an isolated environment. Daily life activities mostly depend on the other individuals that we keep.

The consumer attitudes are most important to apply cost-effectiveness for any product. Customers prioritize products according to their own criteria. People who have more friends have much better knowledge of a variety of goods as the social interaction becomes the base for business and social expanded sector. Selecting a specific product for the customer who is not more social is usually experienced based, self-concluded and much difficult to change the opinion.

For such things, the Club Traffic Promotions are just like ready to cook style. It is most preferable and adaptable. It emphasizes on ready to go and take out systems. Through this way, it is of two-dimensional activities. The employees with more job security pay more loyal feelings towards the success of a job. The other thing is the customers who are told/shown what they exactly need are more dedicated to a selection of the item. The specialty of services and event-oriented are the factors of marketing systems which have more influence comparatively than other systems.

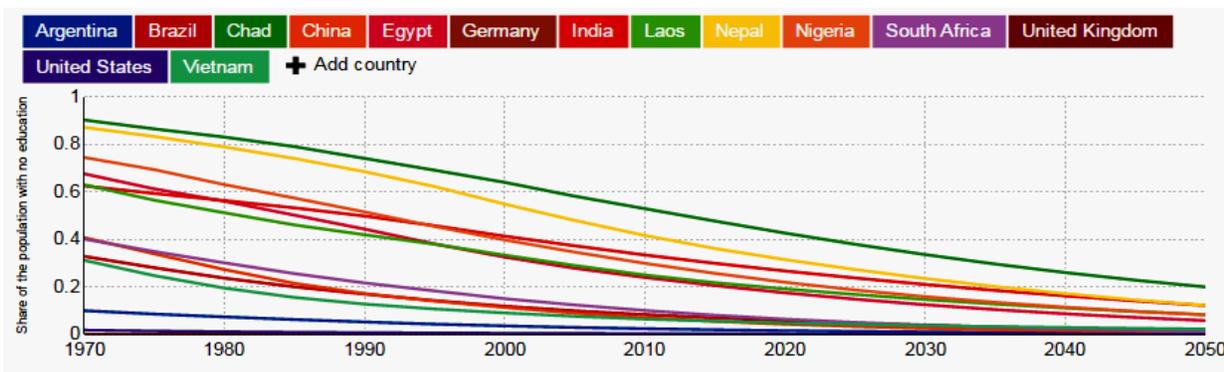
##### **4.1. Education**

The regions which are more educated have a different selection of choice as compared to the people who are uneducated. Education awakes awareness and shows a variety of directions for one task or thing. The innovation and invention of new tools are possible only due to deep thinking and keen concentration of mind. Brainstorming is also the way to enhance businesses by the way of education.

The customers who are more educated adopt presentable lifestyles. For such type of people, the key concern is quality. They are the best payers only for the quality. Such customers are curious about the product manufacturing ingredients, their effects of usage and the side effects. For this category, refined marketing policies are adopted.

The fig1 shows from past till future estimation, the education rate is improving nowadays and this causes a real boost in the economic growth. More awareness and the benefits due to education has a remarkable impact on financial growth. The graph shows that the developing and under-developing countries are in noticeable progress to reduce fewer education trends. Through this way, the developed countries like America, Germany, France and China have different marketing goods compared to the developing countries like Pakistan, India and Bangladesh etc. Their education statistics support the products filled in their markets and also the quality and price. The developing countries are also trying to approach the minimum level of modern techno-skill age but it will take some time.

Fig1. A graph with the World no Education Trends



#### 4.2. Health and Equipment

The business perspective for medical and health-related services, equipment and health care agencies are becoming smart. The normal traditional healthcare procedures are now transformed to automated and smart devices which are automated and can work efficiently without human interaction. These smart devices are now a part of daily life. These smart devices have made our life very smooth due to interaction with new and latest technologies. Machine to machine communication has revolutionaries the information and communication technology. A huge research is being applied and new innovations are making sensitive devices so effectively that the human dependency is trying to minimize as much as possible.

Such types of systems are also modifying marketing trends and have a great influence on the economy. Things which were never imagined long back are now considered most important such that the normal life existence is considered difficult without them. The automated blood pressure calculating devices, smart ECG systems, health concern image processing camera devices are a few examples. Dental equipment, Physical therapy equipment, Medical lasers, Wheelchairs, Diagnostic equipment, Imaging equipment, including x-ray and ultrasound machines, Dermatology equipment, Optometry equipment, Chiropractic equipment, Commercial Vehicles, including trucks, box trucks, and trailers are a few examples of medically related equipment that are helpful in financial increments.

Table 1: Medical Equipment for Industry

Sr. No	Device/ Machine	Purpose
1	Fluoroscopy	X-Ray Image
2	Medical Resonance Image	MRI Image
3	Computed Tomography	CT Scan
4	Mammography	Breast Cancer Detection
5	Electro Cardiogram	ECG / EKG
6	sphygmomanometer	Blood Pressure
7	SmartWatch	Multi-purposes
8	Smart Phone Apps	Medical

		Record
9	Endoscopic camera	Endoscopy

The Table1 shows a list of medical devices used nowadays to diagnose and proper treatment of any disease or problem. Smart devices are more sensitive to collecting data. There are user-friendly devices which can be handled very easily and gives accurate and timely results. Serious conclusions and decisions are concluded using this data. Apart from them, the life-saving products are more sensitive and expensive as compared to this equipment. These medical machines are delicate and are manufactured under high standards due to their sensitivity to usage. In this way, the healthcare industry is a major source and industry to improve the budget of any country. The regions which are good in technology and machinery are increasing the power of their economic values using this edge of trading.

#### 4.3. Modern Life Style

There is a change in traditional to modern living standard for the population. It has a direct influence on increasing the financial gains in any of the regions, around the world. Generally, when a product is launched, with impressive marketing strategies, compel the customers to fascinate the product. With the regular and more awareness and reinforcement, it results in the increase in a number of customers. In this regard, more the number of customers with improved social links, more it is responsible to increase in the transactions. More transactions lead to more frequency of purchase.

Extending the products up to customer demands is an important factor to indicate the product success. When the sales are more it makes more demand. After a certain time span, the formal feedback gives a clear picture of what exactly the customers need and in what way. The smart companies modify or launch new products with different price and the dynamic behavior of customer makes the product soon at leading position. Sales offers, membership incentives, promotion styles and the modern lifestyle are some of the factors responsible for motivating business strategies.

#### 4.4. Brand Oriented

Customers pay more attention to specific goods at a specific time. They may not be very effective at later intervals. The cooperate organization and intelligent marketing skills are applied to overcome this problem. Therefore, the companies make more than one product under one umbrella. It is typically categorized by the purchasing power of individuals.

The below table shows the top five banks in Canada which is an associated symbol of business growth in the country. More the branches mean more the financial gains in that sector. In this concern, the other factor is the inter-market competition. Remarkable companies pay more attention to quality but the number of customers is concerned about price. Very affordable customers are only brand conscious and focus on quality.

Table 2: Top five Banks in Canada [26-30]

Official name	Assets (C\$ bn)	Revenue (C\$ bn)	Capitalization (C\$ bn)	Branches	Employees
Toronto-Dominion Bank	1,104.37	34.35	118.10	1,165[10]	85,000
Bank of Nova Scotia	856.49	26.40	89.60	1,040	89,000
Bank of Montreal	641.88	20.90	57.20	939[16]	47,180
Canadian Imperial Bank of Commerce	463.60	14.80	42.10	1,100	42,239

The above graph indicates the world top leading banks of Canada are high revenue generating multinational organizations around the world. They focus customer concerns, have more impact marketing strategies, financial concerns, and dedicated customer concern. Keeping the type of customer, the product is launched and then the

variety of selection of items. They have refined technical implementation of the product that compels the customer to increase their product sales also being within the limited value of purchasing power. Therefore the brands are more valuable in eyes of the consumers and customers.

#### 4.5. Social Behaviors

People living in different part of the world have different culture, tradition, religion, norms, education, priorities, geographical conditions and weather. Due to their interaction and dealing, they have a different perspective on the same thing. According to their area of concern, they have different behavior for products and also the behavior varies with social interaction among members. Even in the same country, there is a huge conceptual variation that affects customer's priority of products.

Firms are starving for strengthening huge marketing shares and thus trying to be more empowerment. Such systems are being developed in such a way that the image is compressed and transmitted over the network accurately and efficiently. Without losing the quality of the image, it gives very close to the actual image.

The customer loyalty is a key concern for any product. Usually, the traditional customers do not modify the product selection. For such scenario, the corporate sector has different policies for different customer behavior. Reward-based schedules launching schemes, including customer care by the intelligent implementation is very effective in this type of system. More paying customer pay more concern t durability and such types of factors are very keenly considered in noticeable business concerns.

#### 4.6. Needs and Demands

Basic requirements generate needs which yield multi metric demands for the products. Repetitive demand converts demand into need. Different types of information about products make differential effects in the concerned information processing. Multidimensionality creates innovation and boosts marketing strengths. People are shown to determine what actually they need. More the information transmission more is the demand.

Table1: Top 15 leading Revenue generation companies for 2014

Rank	Name	Industry	Revenue (USD billions)	Revenue growth	Country
1	Walmart	Retail	\$482	0.7%	US
2	State Grid	Electric utility	\$330	2.9%	China
3	Samsung	Conglomerate	\$315	9.4%	South Korea
4	Saudi Aramco	Oil and gas	\$311	40.1%	Saudi Arabia
5	China National Petroleum		\$299	30.2%	China
6	Sinopec Group		\$294	34.1%	China
7	Royal Dutch Shell		\$272	36.9%	Netherlands, UK
8	Exxon Mobil		\$246	35.6%	US
9	Volkswagen	Automotive	\$237	11.9%	Germany
10	Toyota		\$237	4.5%	Japan
11	Apple	Consumer electronics	\$234	27.9%	US
12	BP	Oil and gas	\$223	37%	UK
13	Berkshire Hathaway	Conglomerate	\$211	8.3%	US
14	McKesson	Pharmaceutica ls	\$192	6.2%	US

15	Hyundai Motor Group	Conglomerate	\$183	9.4%	South Korea
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Sometimes more the popular users of a certain product are, more it is in demand and hence a source of the increase in supply. Good marketing strategies adaption after product identification can make the product flattering within a few days. And a proper presentation makes more competitors which ultimately makes business boost.

The table shows the huge revenue generation by the companies which are able to maintain their policies up to a standard. Huge revenue is being generated annually. In spite of financial rise, the population prefers to invest in these companies shares.

It can further be observed that most of the companies are very much needed in fulfilling basic needs of the population. There are some important aspects necessary for the growth of the businesses. The retail, electricity, fuel, transport, and medicine are all the most concerned factors that human beings have direct interaction to have a healthy life. The firms get their products and new products launching keeping in view of the investor's requirement and purchasing power. Applying regional, government and global policies infrastructure can make the two-way support from customer to the business and from business to customer. This thing is still in progress at a gross level considering GDP.

## 5. Conclusions

Globalization has changed the meanings of business and every day new policies are proposed which are in favor of increasing financial gains. With the invention of information technology the global world has changed a lot and is necessary for the business. The economic concern is highly focused on developing nations which is directly influencing other areas of a country. As per the change of human understanding, the business dimensions also change. Human behavior has a serious impact on business concerns. It is the reason behind any product to become successful or be the failure. This paper has thrown light upon some of the factors reacted to human nature, environment and thinking to select or reject any of the product. The statistics support the concept when identified from the leading marketing companies. Lot of work is in progress and still much is needed to be explored in this research area.

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