

Product Evaluation Paper

This paper is about the central role of product design on consumer evaluations. While the design literature has articulated two different types of design, i.e. form-based design and function-based design (Khalid 2004), most extant marketing literature has mostly focused on the impact of functional design on performance (see Chitturi, Raghunathan, and Mahajan (2007) for a notable exception). In this paper, I examine the individual and joint effects of the two design dimensions: form design and functional design on consumer evaluations of new products. In the first essay, employing theoretical underpinnings from processing fluency theory, I investigate four major research questions. First, all else equal, does form design matter? Second, how does form design interact with functional design? Third, does the interaction between form and functionality change in an innovation context? Specifically, given a certain level of functionality, what type of form is more advantageous for a radically new product (RNP) or an incrementally new product (INP)? Fourth, is there an individual difference in consumer evaluations to innovative products with various form designs? Results from the four experiments conducted demonstrate that (1) more typical form design leads to more positive attitudes toward the product than less typical form design, (2) a more typical design compensates for the average functionality of the product and hence a product with average functionality is evaluated as well as highly functional products in the more typical design condition. In a less typical design condition, a product with high functionality leads to much lower consumer attitudes toward the product. (3) whereas the form design for incremental innovations must be closer to the incumbent products for favorable evaluations, less typical form is evaluated as good as more typical form for radical innovations. (4) Form design of an innovative product matters more to the technologically more sophisticated consumers (experts) than technologically less sophisticated consumers (novices). In the second essay, I examine the issues involved in using form design to nullify first mover advantage. Pioneers or first movers can be defined as the first firm to sell in a new product category. Despite the proliferation of the pioneering advantage research, there are few empirical studies which examined how the product design enables the later entrants to nullify the first mover advantage. Employing theoretical underpinnings from categorization theory, I investigate the following research questions. First, what type of form is more likely to enhance consumer evaluations and nullify first mover advantage when the follower's product is featured with higher or lower functionality? Second, how does form design interact with functional design for the follower's product? Results from the experimental study conducted demonstrate that (1) if the follower's functionality is not superior to the pioneer's, follower had better focus on design differentiation which can compensate for the lower functionality of the follower (2) if the follower's functionality is superior to the pioneer's, follower had better follow the pioneer's design for the better product evaluation. The managerial implication is clear: Form design is a critical determinant of consumer evaluations. Form design helps create and appropriate value for firms.

Corporate Social Responsibility (CSR) of corporations is a trend today. However, the more companies are practicing it, the less it becomes a unique business strategy helping to differentiate from competitors. For that reason, this study examines whether an integration of customers in all decisions and/or the carrying out of different CSR activities leads to it being a more effective marketing strategy. In the conceptual part, a definition of CSR is given: Different approaches are presented reaching from a more detailed one dealing with economic, legal, ethical and discretionary responsibilities according to the pyramid of CSR, to a less specific one, which is taken as the basis of the paper. Key characteristics of CSR as well as different motivations exemplified in the normative and the business case are described and a critical evaluation of CSR is taken into consideration by means of the shareholder view of CSR and the stakeholder theory. Moreover, CSR in Germany is compared with CSR in America in order to give a global perspective of the CSR phenomenon. Furthermore, the most common CSR activities are introduced. From those, cause-related marketing, employee volunteering, and corporate philanthropy are detailed with real company examples and respective advantages and disadvantages because those are the activities used in the study. A review of appropriate literature is given and for customer-related outcomes, social identity theory, attribution theory, and behavioral decision theory are regarded. The concept of customer integration has been adopted from the product innovation process, called open innovation, to CSR by using the means-end theory and the empowerment strategy. Taken together, the hypotheses have been development stating that customer integration leads to a more positive CSR belief, a stronger identification with the respective company as well as a more positive company evaluation and a much higher intent to buy the corporation's product. These hypotheses have been tested in an online experiment using a fictive company and data has been analyzed via the analysis of variance. The study clarifies that customer integration is neither necessary nor does it hurt. It combines both a marketing tool and at the same time does something good. So, when taking into consideration some aspects, it is a strategy worth doing, with or without customer taking part in it.

"This book provides integrated chapters on software engineering and enterprise systems focusing on parts integrating requirements engineering, software engineering, process and frameworks, productivity technologies, and enterprise systems"--Provided by publisher.

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This volume includes the full proceedings from the 2014 Academy of Marketing Science (AMS) Annual Conference held in Indianapolis, Indiana, entitled Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era. The volume includes manuscripts relevant to marketing strategy, consumer behaviour, quantitative modelling, among others.

Final Report...educational Specifications for a Comprehensive Elementary Teacher Education Program, University of Toledo, Toledo, Ohio

The Technology of Text

Corporate Management, Corporate Social Responsibility and Customers: An Empirical Investigation

Software Business. From Physical Products to Software Services and Solutions

Fission Product Processes In Reactor Accidents

The Handbook of Environmental Policy Evaluation

A comprehensive review of the techniques and applications of descriptive analysis Sensory evaluation is a scientific discipline used to evoke, measure, analyse and interpret responses to products perceived through the senses of sight, smell, touch, taste and hearing. It is used to reveal insights into the ways in which sensory properties drive consumer acceptance and behaviour, and to design products that best deliver what the consumer wants. Descriptive analysis is one of the most sophisticated, flexible and widely used tools in the field of sensory analysis. It enables objective description of the nature and magnitude of sensory characteristics for use in consumer-driven product design, manufacture and communication. Descriptive Analysis in Sensory Evaluation provides a comprehensive overview of a wide range of traditional and recently-developed descriptive techniques, including history, theory, practical considerations, statistical analysis, applications, case studies and future directions. This important reference, written by academic and industrial sensory scientists, traces the evolution of descriptive analysis, and addresses general considerations, including panel set-up, training, monitoring and performance, psychological factors relevant to assessment; and statistical analysis. Descriptive Analysis in Sensory Evaluation is a valuable resource for sensory professionals working in academia and industry, including sensory scientists, practitioners, trainers and students, and industry-based researchers in quality assurance, research and development, and marketing. The '2005 Annual Report on Operation Evaluation' examines the use of information by World Bank managers to improve development results and enhance the effectiveness of the Bank at the country level. It suggests that greater attention is needed to measure and manage development results at the country level. This will require strengthening countries' performance measurement capacity. The Bank is making progress in strengthening the results focus of its monitoring and evaluation, but more attention is needed to improve performance measurement and tracking progress.

Every school district needs a system of sound superintendent performance evaluation. School district superintendents are and must be accountable to their school boards, communities, faculties, and students for delivering effective educational leadership. To assure that they are evaluated fairly, competently, and functionally, superintendents need to help their school boards plan and implement evaluation systems that adhere to the evaluation standards. Superintendent Performance Evaluation outlines some of the problems and deficiencies in current evaluation practice and offers professionally-based leads for strengthening or replacing superintendent performance evaluation systems. This book focuses on the on-the-job performance of school district superintendents as they implement school board policy. The decision to focus on performance evaluation reflects the importance of this kind of evaluation in the move to raise educational standards and improve educational accountability. Boards and superintendents are advised to make superintendent performance evaluation an integral part of the district's larger system for evaluating district needs, plans, processes, and accomplishments.

This document provides the comprehensive list of Chinese National Standards - Category: GB/T; GBT.

Corporate Social Responsibility and Customer Integration -

First International Conference, HCD 2009, Held as Part of HCI International 2009, San Diego, CA, USA, July 19-24, 2009 Proceedings

Product Innovation and Eco-Efficiency

CIMA Exam Practice Kit Management Accounting Performance Evaluation Paper

Life Cycle Assessment and Environmental Impact of Polymeric Products

Biomedical Product and Materials Evaluation

Business sustainability is becoming increasingly difficult amongst the demands of today's markets. By implementing new and dynamic practices, organizations can optimize their day-to-day operations and improve competitive advantage. Optimal Management Strategies in Small and Medium Enterprises is a key source on the latest innovations in enhancing all main management functions, such as working capital and marketing, and examines how to implement sustainable business management practices. Featuring extensive coverage across a range of relevant perspectives and topics, such as human resources development, market orientation, and knowledge management, this book is ideally designed for business managers, professionals, graduate students, and researchers working in the field of smaller-scale business development initiatives.

From listing the steps involved in a sensory evaluation project to presenting advanced statistical methods, Sensory Evaluation Techniques, Fourth Edition covers all phases of sensory evaluation. Like its bestselling predecessors, this edition continues to detail all sensory tests currently in use, to promote the effective employment of these tests, and to describe major sensory evaluation practices. The expert authors have updated and added many areas in this informative guide. New to this edition are expanded chapters on qualitative and quantitative consumer research and the SpectrumTM method of descriptive sensory analysis that now contains full descriptive lexicons for numerous products, such as cheese, mayonnaise, spaghetti sauce, white bread, cookies, and toothpaste. Also new in this chapter is a set of revised flavor intensity scales for crispness, juiciness, and some common aromatics. The book now includes an overview of Thurstonian scaling that examines the decision processes employed by assessors during their evaluations of products. Another addition is a detailed discussion of data-relationship techniques, which link data from diverse sources that are collected on the same set of examples. With numerous examples and sample tests, Sensory Evaluation Techniques, Fourth Edition remains an essential resource that illustrates the development of sensory perception testing.

The Sensory Evaluation of Dairy Products, Second Edition is for all who seek a book entirely devoted to sensory evaluation of dairy products and modern applications of the science. It is an excellent scientific reference for training in dairy product evaluation and is a practical guide to the preparation of samples for sensory evaluation. The book contains updates of the original text of the well-received first edition, as well as brand new material. This unique book is designed for professionals involved in many aspects of dairy production, including academic teaching and research, processing, quality assurance, product development and marketing. It is an invaluable tool for those who compete in the annual Collegiate Dairy Product Evaluation Contest.

Learn to select appropriate strategy tools and measure the competitiveness of international firms! This essential text addresses important strategic marketing issues and questions in a unique and insightful way. Strategic Global Marketing: Issues and Trends takes on the standardization vs. adaptation issue and will familiarize you with important topics, including customer value measurement in highly competitive industries; factors influencing export attitudes; qualities necessary for successful international business conduct; distribution channels behavior and regional differences in the way these channels function; and more! Handy charts, tables, and figures make the information easy to access and understand. In Strategic Global Marketing: Issues and Trends, authors from Israel, the United States, India, Hong Kong, and New Zealand examine the usefulness of comparative studies of dominant cultural values in successful international strategy development as well as other specific factors of international marketing strategy, such as: technometrics—a benchmarked approach to compare competing brands on a set of attributes the attitudes of Taiwanese executives regarding exporting and international conduct the cultural values that must be taken into account to produce effective print advertisements in the United States and India the marketing roles and functions undertaken by Chinese wholesalers—and the functions they are still reluctant to perform a meta-analysis-tested model of the relationship between export performance and the degree of standardization of international marketing strategy used by the exporter the effectiveness of policies put in place by leaders of United States cities in their efforts to promote exports

Product catalog - China National Standard: GB, GB/T, GBT

Instruments & Strategies

2005 Annual Report on Operations Evaluation

Toxicological Evaluation of Electronic Nicotine Delivery Products

Research in Evaluation

Evaluation Theory, Models, and Applications

Policy evaluation is an important and well-established part of the policy process, facilitating and feeding back to promote the ongoing effectiveness of policies that have been implemented or anticipating policies in the making. Environmental policy is a special case, presenting new complexities uncommon to other areas, which standard evaluation tools are ill-equipped to grapple with. It is also an area that is experiencing rapid growth throughout the world and knowledge is now needed at all levels of government and in NGOs, businesses and other organizations, all of whom are required to assess the effectiveness of their policies. This handbook is the first guide to environmental policy evaluation in practice. Beginning with an introduction to the general principles of evaluation, it explains the particular complexities native to the environmental sphere and provides a comprehensive toolkit of evaluation methods and techniques which the practitioner can employ and refer to again and again. The authors also consider design issues which may face the policy evaluator, including involvement of stakeholders, the sensitivities between them, the a priori assessment of the evaluability of a field, the maximization of the utilization of the evaluations outcomes, and much more. Throughout, the theory is illustrated with practical examples from around the world, making this the essential companion guide for anyone tasked with ensuring that environmental policy fulfils its aims and achieves its potential.

No further information has been provided for this title.

Prefaced by Björn Stigson, President of the World Business Council for Sustainable Development, this book is one of the few that treats this topic by putting representatives of industry at centre stage. The book systematically addresses the drivers, the tools, and sector-specific elements that play a role in this process. The five chapters in Part I are devoted to a general introduction to eco-efficiency and the related challenges to industry in its implementation. Part II contains 23 case studies, almost all written by industrial experts who tell how they deal with the challenge: what the motivators are, what tools can be used and how they can be implemented, and what are the specific elements in sectors like building, electronics and packaging. These contributions come from multinationals like Unilever, Procter & Gamble, Akzo Nobel, Philips and Ciba-Geigy, as well as small and medium sized enterprises from such sectors as the building and furniture trades.

This book addresses an important, but so far neglected, topic: the application of sensory evaluation to quality control. Although several articles have been published that have discussed concepts of quality control/sensory evaluation (QC/sen sor) programs, Sensory Evaluation in Quality Control is the first publication that addresses this topic in a comprehensive and practical way. This book is comprehensive, in that it presents the sensory and statistical information that is needed to design and implement several types of QC/sensory programs at the plant level. The book is practical, in that it provides a step-by-step description of the complete process to implement such programs, and it illustrates this process through real examples encountered by various consumer products companies (e. g., foods, personal care products, paper products). With this practical information, sensory and quality professionals can design and implement sound QC/sensory programs at the plant level. This book was developed to provide the sensory and quality professional with an overview and guide to apply, in a production facility, the unique techniques that are used to measure sensory responses. Therefore, the book is intended for QC and/or R&D personnel (e. g., sensory managers and analysts, and quality professionals) in charge of implementing an in-plant program, as well as for the plant management and plant technical personnel (sensory coordinator and quality professionals) who are ultimately responsible for the routine operation of the established program.

Using the Common Criteria for IT Security Evaluation

A Review of Structure, Governance, and Measures of Performance

Handbook of Research on Software Engineering and Productivity Technologies: Implications of Globalization

Proceedings of the 2014 Academy of Marketing Science (AMS) Annual Conference

Twenty-Two Industry Efforts to Reach the Factor 4

Evaluation of Translation Technology

The 13th International Conference on Human-Computer Interaction, HCI Inter- tional 2009, was held in San Diego, California, USA, July 19–24, 2009, jointly with the Symposium on Human Interface (Japan) 2009, the 8th International Conference on Engineering Psychology and Cognitive Ergonomics, the 5th International Conference on Universal Access in Human-Computer Interaction, the Third International Conf- ence on Virtual and Mixed Reality, the Third International Conference on Internati- alization, Design and Global Development, the Third International Conference on Online Communities and Social Computing, the 5th International Conference on Augmented Cognition, the Second International Conference on Digital Human Mod- ing, and the First International Conference on Human Centered Design. A total of 4,348 individuals from academia, research institutes, industry and governmental agencies from 73 countries submitted contributions, and 1,397 papers that were judged to be of high scientific quality were included in the program. These papers - dress the latest research and development efforts and highlight the human aspects of the design and use of computing systems. The papers accepted for presentation thoroughly cover the entire field of human-computer interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas.

Toxicological Evaluation of Electronic Nicotine Delivery Products (ENDP) discusses the scientific basis for the toxicological assessment and evaluation of ENDPs. The book covers aerosol chemistry, in vitro and in vivo studies as well as clinical studies. It provides the basis for the evaluation of short and long term-effects, along with relative risks. It also examines the potential role of ENDPs in tobacco harm reduction and how they may reduce the risk of disease in smokers who switch to them. This book is a comprehensive resource for toxicologists, health practitioners and public health professionals who want the scientific information necessary to assess the relative risk of ENDPs when compared with cigarette smoking and cessation. Delivers a comprehensive overview of current state of science Offers an integrated analysis of e-cigarettes and heated tobacco products Provides guidance for methodologies

This document provides the comprehensive list of Chinese National Standards - Category: GB, GB/T, GBT.

Many organizations and government agencies require the use of Common Criteria certified products and systems and use the Common Criteria methodology in their acquisition process. In fact, in July 2002 the U.S. National Information Assurance Acquisition Policy (NSTISSP #11) mandated the use of CC evaluated IT security products in critical infrastru

Formative Instructional Product Evaluation

Optimal Management Strategies in Small and Medium Enterprises

The Sensory Evaluation of Dairy Products

Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era

Two Essays on Product Design and Consumer Evaluations

Consumers Index to Product Evaluations and Information Sources

Biomedical Product and Materials Evaluation: Standards and Ethics provides a much-needed overview of the procedures, issues, standards and ethical issues in the early development of biomedical products. The book covers a range of key biomedical products, from 3D printed organs and blood derived products, to stem cells and decellularized tissue products. Each chapter reviews a single product type, associated materials, biomedical applications, proven development strategies, and potential challenges. The core focus of the book is on the standardization and ethical aspects of biomedical product development, with these elements addressed and discussed in chapters dedicated to product evaluation. This is a useful reference for academics, researchers and industry professionals in R&D groups with an interest in biomaterial research and production, as well as those working in the fields of biomedical engineering, biotechnology and toxicology. Covers a variety of biomedical products, including specific biomaterials, organs-on-chips, wound care products, combinational products, and more Delves into strategies and considerations for product evaluation, including cytotoxicity assays, microbial and blood compatibility studies Discusses standardization and ethical hurdles in biomedical product development and how to overcome them

Inhaltsangabe:Introduction: There is a difference between a good company and a great company. A good company offers excellent products and services. A great company also offers excellent products and services but also strives to make the world a better place. As this quote clearly demonstrates, the importance of corporate social responsibility (CSR) is on the rise. Indeed, more and more companies are engaging in CSR-related activities such as cause-related marketing (CRM), employee volunteering (EV) or corporate philanthropy (CP). According to Bhattacharya and Sen more than 80% percent of Fortune 500 companies deal with CSR issues in the United States (US). In European countries such as Germany, the numbers of companies with CSR initiatives is similarly growing. Among those firms are famous examples such as Starbucks and The Body Shop as well as the German companies BMW or SAP. There are several reasons for this trend. On the one hand, companies are increasingly put under pressure to behave socially responsible from different sides. First, consumers today are more sensitive to business practices of companies and can exert their power by means of boycotts resulting in negative economic consequences for firms. This is especially the case in times of increasing media coverage and advances in information technology where bad business practices become more easily transparent. Particularly, recent corporate scandals like those of Enron, or Shell, among others, make a contribution to consumers skepticism. Then, globalization leads to new challenges for companies because on the one hand, they are operating in countries with lower standards of living resulting in higher needs for socially responsible behavior in the respective society. On the other hand, worldwide competition is being strengthened in markets, which are characterized by low levels of product differentiation. CSR offers a source of competitive advantage because it enhances the overall reputation of the company and provides a valuable basis for differentiation. Besides that, companies are feeling pressure by a rise in public standards for social performance (e.g. the United Nations Global Compact). On the other hand, there is evidence that CSR is not only the right thing to do but it also leads to doing better because there is a positive relationship between a company's CSR activities and its stakeholders; especially consumers can be positively influenced. For one thing, market [...]

The Three Mile Island and Chernobyl nuclear incidents emphasized the need for the world-wide nuclear community to cooperate further and exchange the results of research in this field in the most open and effective manner. Recognizing the roles of heat and mass transfer in all aspects of fission-product behavior in sever reactor accidents, the Executive Committee of the International Centre for Heat and Mass Transfer organized a Seminar on Fission Product Transport Processes in Reactor Accidents. This book contains the eleven of the lectures and all the papers presented at the seminar along with four invited papers that were not presented and a summary of the closing session.

This book contains the refereed proceedings of the 4th International Conference on Software Business (ICSOB) held in Potsdam, Germany, in June 2013. The theme of the event was "From Physical Products to Software Services and Solutions." The 15 full papers, seven short papers, and six doctoral symposium papers accepted for ICSOB were selected from 44 submissions and are organized in sections on: software business models and business process modeling; IT markets and software industry; IT within organizations; software product management; cloud computing; entrepreneurship and startup companies; software platforms and software ecosystems; and doctoral symposium.

Superintendent Performance Evaluation: Current Practice and Directions for Improvement

Sensory Evaluation Techniques

Sensory Evaluation of Appearance of Materials

Integrated Product Testing and Evaluation

ECOOP'98 Workshop, Demos, and Posters Brussels, Belgium, July 20-24, 1998 Proceedings

An Empirical Investigation of Different CSR-Activities and their Effects on Customers

This collection of scholarly articles asks the question How useful is translation technology? Pointing to the need for a widely used and reliable way to test the efficiency of language translation programs, the presenters show that commercial tools such as translation memories and translation workbenches are popular, and their developers find them useful in terms of productivity, consistency, or quality. However, these claims are rarely proven using objective comparative studies, and this group describes several new statistical approaches to more rigorous evaluation methods.

This review describes the process of life cycle analysis in some detail. It describes the different organisations involved in researching and applying these techniques and the database resources being used to generate comparative reports. The overview explains the factors to be considered, the terminology, the organisations involved in developing these techniques and the legislation which is driving the whole process forward. The ISO standards relating to environmental management are also discussed briefly in the document. Design for the environment is covered in the report. This review is accompanied by summaries of selected papers on life cycle analysis and environmental impact from the Rapra Polymer Library database.

The golden standard evaluation reference text Now in its second edition, Evaluation Theory, Models, and Applications is the vital text on evaluation models, perfect for classroom use as a textbook, and as a professional evaluation reference. The book begins with an overview of the evaluation field and program evaluation standards, and proceeds to cover the most widely used evaluation approaches. With new evaluation designs and the inclusion of the latest literature from the field, this Second Edition is an essential update for professionals and students who want to stay current. Understanding and choosing evaluation approaches is critical to many professions, and Evaluation Theory, Models, and Applications, Second Edition is the benchmark evaluation guide. Authors Daniel L. Stufflebeam and Chris L. S. Coryn, widely considered experts in the evaluation field, introduce and describe 23 program evaluation approaches, including, new to this edition, transformative evaluation, participatory evaluation, consumer feedback, and meta-analysis. Evaluation Theory, Models, and Applications, Second Edition facilitates the process of planning, conducting, and assessing program evaluations. The highlighted evaluation approaches include: Experimental and quasi-experimental design evaluations Daniel L. Stufflebeam's CIPP Model Michael Scriven's Consumer-Oriented Evaluation Michael Patton's Utilization-Focused Evaluation Robert Stake's Responsive/Stakeholder-Centered Evaluation New to this edition, transformative evaluation, participatory evaluation, consumer feedback, and meta-analysis. Evaluation Theory, Models, and Applications, Second Edition updates the core evaluation concepts with the latest research, making this complex field accessible in just one book.

Standards and Ethics

Sensory Evaluation in Quality Control

Sensory Evaluation Techniques, Fourth Edition

Object-Oriented Technology. ECOOP '98 Workshop Reader

Principles for Structuring, Designing, and Displaying Text

Implications of Globalization