

## References

- Aghazadeh, S. M. (2004). Improving logistics operations across the food industry supply chain. International Journal of Contemporary Hospitality Management, 16(4), 263-268. doi:10.1108/09596110410537423
- Alarussi A. S., & Alhaderi S. M., (2018). Factors affecting profitability in Malaysia. Journal of Economic Studies, 45(3), 442-458. doi: 10.1108/JES050124
- Albrecht, C., Holland, D., & Peters, M. (2016.). Strategic revenue analysis. Strategic Direction, 32(7), 32-34. doi:10.1108/SD030043
- Antún, J. P., Carranza, C., & Maltz, A. (2002). Linking logistics to strategy in Argentina. International Journal of Physical Distribution & Logistics Management, 32(6), 480-496. doi:10.1108/09600030210437988
- Attia, A. (2018). Supply logistics integration in the Saudi food industry. Business Process Management Journal, 24(4), 1007-1022. doi:10.1108/BPMJ010016
- Blankson,C., & Caliphates, S.P. (1999). Issues and challenges in the positioning of service brands: a review. Journal of Product & Brand Management,8(2), 106-18. doi:10.1108/10610429910266968
- Calantone, R. J., di Benedetto, C.A., & Gordon, G. L. (1993). Brand Equity in the Business-to-Business Sector: AN EXPLORATORY STUD. Journal of Product & Brand Management, 2(3), 4-16, doi:10.1108/10610429310046689
- Cavusgil, S. T., & Li, T. (1999). Measuring the dimensions of market knowledge. competence in new product development. European Journal of Innovation Management, 2(3), 129-146. doi:10.1108/14601069910289068
- Chron. (2018). (n.d.). How to Increase Operating Income. Retrieved from <https://smallbusiness.chron.com/increase-operating-income-41336.html>

- Chong, C.L., & Karia, N., Soh, K. L., & Wong, W. P. (2015). Logistics firm's performance: efficiency and effectiveness perspectives. *International Journal of Productivity and Performance Management*, 64(5), 686-701. doi:10.1108/IJPPM120205
- De Chernatony, L., Harris, F., & McDonald, M.H.B., (2001). Corporate marketing and service brands: moving beyond the fast-moving consumer goods model. *European Journal of Marketing*, 35(3/4), 335-52. doi:10.1108/03090560110382057
- De Chernatony, L., & Riley, D. F. (2000). The service brand as relationships builder. *British Journal of Management*, 11(1), 137-50. doi:10.1111/146785510100156
- Dillman, D. (2000). *Mail and Internet Surveys: The Tailored Design Method*. New York: John Wiley & Sons.
- Dobbs, M. E. (2014). Guidelines for applying Porter's five forces framework: a set of industry analysis templates. *Competitiveness Review*, 24(1), 32-45. doi:10.1108/CR060059
- Drucker, P. (1962). The economy's dark continent. *Fortune*. Reading list online. Retrieved from University of South Wales Prifysgol De Cymru website: <https://southwales.rl.talis.com/items/D1E3F54A-E539-6E21-EB59-D07BCA45D231.html>
- Edvardsson, B., Gustafsson, A., & Roos, L. U. (2010). Improving the prerequisites for customer satisfaction and performance: A study of policy deployment in a global truck company. *International Journal of Quality and Service Sciences*, 2(2), 239-258. doi:10.1108/17566691011057384
- FitzHugh, K. L. M., Nigel F. Piercy., & N. F. (2007). Exploring collaboration between sales and marketing. *European Journal of Marketing*, 41(7/8), 939-955. doi:10.1108/03090560710752465
- Fuller, J.B., O'Conor, J., & Rawlinson, R. (1993). Tailored logistics: the next advantage. *Harvard Business Review*, 71(3), 87-98. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/10126157>

- Gombeski,W.,Jr, Kantor,D., & Klein,R. (2002).Physician-based branding strategies. Marketing Health Services, 22(4), 28-34. Retrieved from <https://search.proquest.com/openview/0f4d77c9d6718fa450c07b5604677e1c/1?pq-orignsite=gscholar&cbl=36770>
- Gordon, B.H. (2003). The changing face of third-party logistics. Supply Chain Management Review, 7(2), 50-7. Retrieved from <http://www.library.northwestern.edu/libraries-collections/evanston-campus/transportation-library/services/document-delivery-ill-services>
- Hartline, M.D., & Krishnan, B.C. (2001). Brand equity: is it more important in services? Journal of Services Marketing, 15(5), 328-342. doi:10.1108/EUM0000000005654
- Hsu, Y. (2011). Design innovation and marketing strategy in successful product competition. Journal of Business & Industrial Marketing, 26(4), 223-236. doi:10.1108/0885862111126974.
- Hunt, S.D., & Morgan, R.M. (1995). The comparative advantage theory of competition. Journal of Marketing, 59(2), 1-15. doi:10.2307/1252069
- Huo,B., Selen,W., Yeung, J.H.Y., & Zhao, X. (2008). Understanding drivers of performance in the 3PL industry in Hong Kong. International Journal of Operations & Production Management, 28(8), 772-80. doi: 10.1108/01443570810888607
- Jaworski, B.J., MacInnis, D.J., & Park, C.W. (1986). Strategic brand concept-image management. Journal of Marketing, 50(4), 135-45. doi:10.2307/1251291
- Joo, S. J., & Min, H. (2009). Benchmarking third-party logistics providers using data envelopment analysis: an update. An International Journal,16(5), 572-587. doi: 10.1108/14635770910987814
- Kachouie, R., Mavondo, F., & Sands, S. (2018). Dynamic marketing capabilities view on creating market change. European Journal of Marketing, 52(5/6), 1007-1036. doi:10.1108/EJM100588

- Kamakura, W.A., & Russell, G.J. (1989). A probabilistic choice model for market segmentation and elasticity structure. *Journal of Marketing Research*, 26(4), 379-90. doi:10.2307/3172759
- Keller, K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22. doi: 10.2307/1252054
- Keller, K.L., & Webster, F.E. Jr. & (2004). A roadmap for branding in industrial markets. *Brand Management*, 11(5) 388-402. doi:10.1057/2540184
- Kourovskaya, A. (2013). Increasing Brand Value. A Master Class from the World's Strongest Brands. Retrieved from Millward Brown website: [https://www.millwardbrown.com/docs/default-source/insight-documents/articles-and-reports/millward-brown\\_increasing-brand-value.pdf](https://www.millwardbrown.com/docs/default-source/insight-documents/articles-and-reports/millward-brown_increasing-brand-value.pdf)
- Ng, K. K., Sum, C. C., & Teo, C. B. (2001). Strategic logistics management in Singapore. *International Journal of Operations & Production Management*. 21(9), 1239-1260, doi:10.1108/EUM0000000005926
- Smith, G. E., (2006). Leveraging profitability in low-margin market. *Journal of Product & Brand Management*, 15(6), 358-366. doi:10.1108/10610420610703685
- Zeithaml, V.A. (1981). How consumer evaluation processes differ between goods and services. Retrieved from [https://www.researchgate.net/profile/Valarie\\_Zeithaml/publication/279912843\\_How\\_Consumer\\_Evaluation\\_Processes\\_Differ\\_for\\_Products\\_and\\_Services/links/559d8a4108ae04e36508f5f6.pdf](https://www.researchgate.net/profile/Valarie_Zeithaml/publication/279912843_How_Consumer_Evaluation_Processes_Differ_for_Products_and_Services/links/559d8a4108ae04e36508f5f6.pdf)