

in their relationships with distributors. The aim is to analyze the effect of cooperation and economic dependence on the satisfaction of Organizations Producing Fruit and Vegetables Portuguese. We also intend to examine the relationship between the two dimensions of satisfaction and verify that an increase in economic satisfaction has a positive effect on social satisfaction. The methodology of analysis developed a model of relationships between several variables and use the PLS to perform their necessary tests. The results provide strong support for the impact of cooperation on satisfaction, an important factor in maintaining lasting relationships. Regarding the dependency between the producer and distributor in this sector in Portugal, we conclude that the effect is positive dependence on the economic results. When we analyzed the relationship between meeting focused on economic aspects of the relationship, which is called economic satisfaction, and satisfaction that puts its emphasis on non-economic aspects of the relationship or emotional, so-called social satisfaction, we found that these two dimensions are related so positive. Satisfaction is a factor of great importance in relationship marketing, regarded as one of the main consequences of the relationship and therefore one of the best criteria to evaluate the relationships between the various channels. We got a better understanding of the channels in agricultural sector in Portugal and the relations got between its members, which allow companies to guide their management to the market, improving business performance, with a greater understanding of the relationships, essential for satisfaction.

KEY WORDS: Relationship Marketing; Producer-Distributor Relationship; Economic and Social Satisfaction; Dependence; Cooperation; PLS (Partial Least Squares)

LA INFLUENCIA DE LOS SISTEMAS ORGANIZATIVOS SOBRE LA ORIENTACIÓN AL MERCADO: UN ESTUDIO EMPÍRICO

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ABSTRACT: The aim of this study is to determine the influence of organizational systems on the degree of market orientation (OM) of companies. Three antecedents (empowerment, training system and reward system) have been considered to achieve this objective. We applied a structural equation modeling for testing the hypotheses of the proposed model. An Empirical research has developed with a sample of 107 companies within the industry. As in previous investigations we have confirmed the importance of trust in market-based factors to reward employees. It also highlights the need for senior managers to promote the initiative and empower employees through

empowerment, as this process leads to greater market orientation of the organization.

KEY WORDS: Market orientation, small and medium-sized firms, organizational processes, structural equations

LA COMUNICACIÓN INTEGRADA DE MARKETING (CIM): UN CONCEPTO EN CONTINUA RECONSTRUCCIÓN. ANÁLISIS TEÓRICA DE LOS ASPECTOS-CLAVE DE LA INTEGRACIÓN

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ABSTRACT: Traditionally, communication has been approached and managed from the functional perspective with the clear aim of persuasion. Nowadays a different approach is needed to go beyond persuasion and to build dialogue with stakeholders in the attempt to achieve three main objectives: to inform, listen and respond. This dialogue, if pursued, might lead to increased organizational brand value. In a saturated market context with increasing competition, a new synergistic approach is needed. During the last two decades, some authors suggested that Integrated Marketing Communications (IMC) is the alternative approach that can replace traditional marketing approaches (focused on transactions) by using a relational perspective based on communication. IMC paradigm is still unclear in terms of definition and limits of application since it is relatively new. Hence, this paper presents a theoretical discussion about crucial aspects of the concept and practice of IMC: conceptualization, barriers and benefits.

KEY WORDS: Integrated Marketing Communications (IMC), Conceptualization, Barriers, Benefits

DISSOLUÇÃO E REATIVAÇÃO DE RELACIONAMENTOS CLIENTE-EMPRESA: ESTUDO EXPLORATÓRIO

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ABSTRACT: Nowadays, markets in general present increased competition along with decreased customer loyalty. This means that firms' success depends not only on acquisition and retention of customers, but also on avoiding and managing defection and winning back lost customers. The aim of this study is to explore dynamics of customer relationships in the pos-dissolution phase. In

particular, this paper addresses customer-firm relationships and, through a literature review, in B2B and B2C contexts, and a survey made among the Portuguese biggest firms, intends to diagnose the level of definition and implementation of dissolution and reactivation activities. Results are presented about contexts of high churn and win-back, reasons for defection and levels of implementation of both activities. Results suggest that most firms don't have worrying levels of churn in such a way that they define and implement those activities on an irregular and inconsistent base.

KEY WORDS: Dissolution, Reactivation, Churn, Win-back and Relationship Marketing

ORÍGENES, ELEMENTOS DETERMINANTES Y RESULTADOS DE UN EXITOSO PROCESO DE COLABORACIÓN ENTRE COMPETIDORES Y OTROS AGENTES: EL CLUSTER DE LA ALTA COCINA VASCA

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ABSTRACT: The Basque Country is internationally renowned for its cuisine, its well known chefs and restaurants. In fact, it's the world's place with more Michelin stars per square mile. This reputation has had a positive impact on the whole Basque restaurant sector and even in the whole Basque Country's touristic image. It has been achieved thanks to the hard work of an initial group of chefs (followed afterwards by others), that made major efforts for mutual cooperation even though they were competitors from each other (being a clear example of cooptation). The analysis of the relationship between the Basque chefs and their environment enables us to identify a cluster, which is currently in the process of maturity with a hopeful future, and has yielded significant benefits to the whole sector, to each of its members and to the entire region.

KEY WORDS: Cooptation, Cluster, Strategic Marketing, Competitive Marketing, Turistic Marketing

EXPLORANDO LA RELACIÓN ENTRE LA CALIDAD, LA SATISFACCIÓN Y LA ACTITUD EN UN SITIO WEB DEPORTIVO

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ABSTRACT: Internet has become a very effective communication tool for sports organizations. This study examines variables that affect consumer behavior online sports such as e-quality, e-satisfaction and the influence of these key variables in shaping the attitude toward the web and toward the brand. Following an analysis by structural equation modeling is found that the web user will most likely be satisfied and develop a positive attitude toward the brand site and the extent positively evaluated the quality of the website. The results show that the e-quality has a positive influence, significant and direct on the brand attitude of the service provider.

KEY WORDS: Attitude toward the brand, e-quality, customer satisfaction, consumer behaviour, Internet

EL PAPEL MODERADOR DE LA FORMACIÓN EN LA ADOPCIÓN DEL EGOBIERNO

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ABSTRACT: A large majority of Governments are trying to achieve the development and acceptance of its projects of e-Government as a way to improve the perceived quality of the services it provides and to facilitate access to them. Once developed various models that explain the adoption of e-Government, is stated the need to study this phenomenon jointly with the digital divide. In this line, this work analyses the moderator role played by the educational level of citizens in the adoption of e-Government, concluding that the educational level moderates the relationship between the effort expectancy and social influence and use intention. To the contrary arises that the educational level of the citizen doesn't moderate the relationship between the performance expectancy and use intention, neither the one that linked to this last and facilitating conditions with the use of e-Government platforms.

KEY WORDS: e-Government, digital divide, education, UTAUT.