

Investigating the Effect of Social Media Marketing Activities on Brand Awareness

Maryam Arsalani¹, Hamidreza Esmailkhoo², Mohammad Taghipour^{3*}

¹ Management, Ghiaseddin Jamshid Kashani, Non-Profit University, Qazvin, Iran

² French Foundation for Management Education (FNEGE), Paris, France

³ Young Researchers and Elites Club, Science and Research Branch, Islamic Azad University, Tehran, Iran

Email Address

Mohamad.taghipour@srbiau.ac.ir (Mohammad Taghipour)

*Correspondence: Mohamad.taghipour@srbiau.ac.ir

Received: 27 November 2020; **Accepted:** 28 December 2020; **Published:** 29 January 2021

Abstract:

Pursuant to the Increasing expansion of using the Social Medias, business and marketing through mass Medias have revitalized the industries and made customers royal to themselves by using these new equipment. These Medias, indeed, are the powerful tools for organizations to achieve the target audiences. More than 4.1 billion persons in the world are related to each other through social networks. This great human potential in the social networks provides this opportunity for each company to increase its customers every day through presence and correct marketing in the social networks. The purpose of this study was to investigate the effect of marketing activities of the social Medias on the brand awareness which has been performed by modeling the structural equations and Statistical Analyses Smart PLS Software. The reliability of questionnaire has been calculated by Cronbach's alpha test. Moreover, the AVE convergent validity of questionnaire has been also calculated. The results indicated that the Social Medias are flexible and can meet the needs and demands of customers.

Keywords:

Social Medias, Social Networks, Marketing, Brand, Structural Equations AHP

1. Introduction

With advent of virtual social networks, human relationships on the Internet have taken on a new form. Social media has integrated other forms of computer-based communication, thereby transforming the media landscape, the way people interact, and meet the needs of users. Today, a large number of users with different purposes are members of virtual social networks and engage in various activities. Organizations, both large and small, have entered social media and are slowly trying to discover its benefits. They have used Twitter, created fan pages on Facebook, posted videos on YouTube, and perhaps a website in the late twentieth century. Organizations today feel that social media is and will be a tool for business, and they need to ride that

wave. Social media greatly enhances its audience through advertising and marketing, and increasing collaboration with other sites also helps increase its user base. In fact, social media marketing is an internet marketing strategy that leads the business in the organization and reaches the target community. Social media marketing includes: an attempt to use social media to convince consumers of a The company is valuable for using products or services. The main goal of social media marketing is to create a business based on the customer orientation and reputation of a company in order to develop and manage business. No one can claim that there are only benefits to social media marketing. Rather, in social media marketing, as in all aspects of life, there are both advantages and disadvantages.

2. Problem Statement

With the advent of virtual social networks, human relationships on the Internet have taken on a new form. Social media has integrated other forms of computer-based communication, thereby transforming the media landscape, the way people interact, and meet the needs of users. Today, a large number of users with different purposes are members of virtual social networks and engage in various activities. Organizations, both large and small, have entered social media and are slowly trying to discover its benefits. They have used Twitter, created fan pages on Facebook, posted videos on YouTube, and perhaps a website in the late twentieth century. Organizations today feel that social media is and will be a tool for business, and they need to be guided by it. Social media greatly enhances its audience through advertising and marketing, and increasing collaboration with other sites also helps increase its user base.

Thus, spending money on marketing will not be rewarded except for the continuous development of online commercial advertising. Proper business management leads to prosperity and not paying attention to it causes job losses. Today, social media is an integral part of modern society, and social media has become a major industry. Large companies such as Dell, Microsoft, and HP make effective use of social media marketing in their business, allocating budgets to it, and training large numbers of employees.

In fact, social media marketing is an internet marketing strategy that leads the business in the organization and reaches the target community. Social media marketing includes: an attempt to use social media to convince consumers of a company is valuable for using products or services.

The main goal of social media marketing is to create a business based on the customer orientation and reputation of a company in order to develop and manage business. No one can claim that there are only benefits to social media marketing. Rather, in social media marketing, as in all aspects of life, there are both advantages and disadvantages.

What social media does for businesses and marketers is provide the best and most effective platform for articulating their goals. They can easily communicate with users and customers. The availability of low-cost tools gives them more leeway in marketing their applications so that they can combine appropriate technology with social ethics. The public puts. In fact, it can be said that social media marketing is an attempt to attract a large audience to earn more profit on a small scale. Businesses have begun to use social media as a way to help employees and customers connect and learn about their interests and characteristics, as well as to provide customer service in an engaging technology environment. In addition, popular online social

networks attract online advertising from retailers and other companies. Placing online advertisements on social networking sites will benefit from the high traffic volume of potential customers. Social network marketing is one of the internet marketing methods.

As a result, social media has revolutionized the field of business and internet marketing. Nowadays, sending e-mails to people who are not known is obsolete. In fact, with the increasing use of social media, business and marketing through these means of mass communication has given new life to industries and using these new tools, has made customers loyal to themselves because these media are actually a powerful tool for organizations to reach audiences. They are the goal. At all times and all new frontiers, they expand the process of social media marketing, albeit with the advantages and disadvantages of doing business. Proper business management leads to prosperity and not paying attention to it causes job losses.

2.1. Importance and Necessity of the Subject

Social networks have become a powerful force in shaping aspects of business. Because word-of-mouth marketing has strengthened them and they quickly become important in customers' purchasing decisions. To perform marketing activities in the field of social networks, marketers must learn how to use these policies. Although advertising is a reliable source of information, social media may be far more important than advertising, and because consumers place large volumes of messages on these networks, marketers have less awareness and control over these messages. There is a lot of talk about social networks such as Facebook and Twitter and how much they affect marketing. Many companies have created their own pages on virtual social networks. While many experts believe that the value of word of mouth among customers is very high, but the true value of social networks is not yet fully understood. Organizations have recently viewed word of mouth on social media as a means of communication. As a result, examining the role of social media marketing activities on brand equity and customer response in the field of branding and products with brand value shows the importance and necessity of this research for managers / planners and all major Iranian and foreign companies. Of the 4.1 billion people in the world, they are connected by social networks. This huge human potential by being present in social networks provides the opportunity for any company to increase the number of its customers by attending and marketing in social networks every day. And corporate spending on social media to expand corporate business is a necessity, it cannot be considered an additional cost. Social networks with the highest number of users are the best and most effective way to grow the business of commercial companies. The presence of customers in social networks can increase reputation and credibility and consequently increase customers and boost the work of commercial companies to a considerable extent.

2.2. Research Goal

Investigating the effect of social media marketing activities on brand awareness

2.3. Research Question

What effect do social media marketing activities have on brand awareness?

2.4. Conceptual Model of Research

To conduct scientific and systematic research, a scientific and theoretical framework is needed, which is called a conceptual model. The conceptual model is the basis on which all research is based. This framework is a logical, descriptive and nurtured network, including the existing relationships between variables that provide a solid foundation for developing a theoretical framework following the implementation of processes such as interviewing, observation and background review (theoretical research literature). Therefore, the conceptual model is an important step in the research process. In this study, to study the impact of social media marketing activities on brand equity and customer response, the studies of Anna et al. have been used, which is drawn in Figure (1).

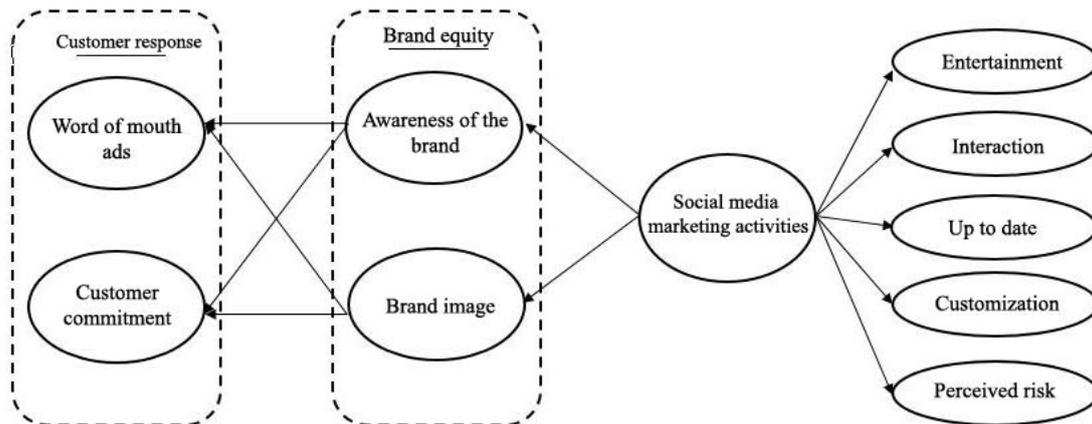


Figure 1. Conceptual model of research.

Source: Taken from the article by Anna et al. (2018)

2.5. Research Hypothesis

Social media marketing activities have a positive effect on brand awareness.

3. Background Research

3.1. A Review of Research History

Abdi Hevelayi et al.[1], studied Predicting Entrepreneurial Marketing through Strategic Planning (Including Case Study).

Haj Abukahaki et al.[2], studied Identificaion and prioritization of effective indicators on optimal implementation of customer relationship management in the insurance industry(including case study).

Taghipour et al.[3], studied Risk analysis in the management of urban construction projects from the perspective of the employer and the contractor.

Rezvani Befrouei MA et al.[4], discussed Identification and Management of Risks in Construction Projects.

Alamdar khoolaki et al.[5], studied Effect of integrated marketing communication on brand value with the role of agency's reputation .

Taghipour et al.[6], studied Supply Chain Performance Evaluation in IN The IT Industry.

Taghipour et al.[7], studied the Study of the Application of Risk Management in the operation and Maintenance of Power Plant Projects

Taghipour et al.[8], studied Assessment and Analysis of Risk Associated with the Implementation of Enterprise Resource Planning (ERP) Project Using FMEA Technique.

Taghipour et al.[9], studied Construction projects risk management by risk allocation approach using PMBOK standard.

Taghipour et al.[10], studied Necessity Analysis and Optimization of Implementing Projects with The Integration Approach of Risk Management and Value Engineering.

Taghipour et al.[11], studied Implementation of Software-Efficient DES Algorithm.

Taghipour et al.[12], studied Risk assessment and analysis of the state DAM construction projects using FMEA technique.

Taghipour et al.[13], studied the impact of ICT on knowledge sharing obstacles in knowledge management process.

Taghipour et al.[14], studied Assessment of the Relationship Between Knowledge Management Implementation and Managers Skills.

Taghipour et al.[15], studied Evaluation of the effective variables of the value engineering in services.

Taghipour et al.[16], studied Evaluating CCPM method versus CPM in multiple petrochemical projects.

Taghipour et al.[17], studied Application of Cloud Computing in System Management in Order to Control the Process.

Taghipour et al.[18], studied Evaluation of Tourist Attractions in Borujerd County with Emphasis on Development of New Markets by Using Topsis Model.

Abdollahzadeh & Taghipour [19], studied Identify and Priorize Suitable Area for Ecotourism Development using Multi-criteria Analysis for Development of the Tourism Market in Iran (Nathanz City).

Mirzaie et al.[20], studied The Relationship Between Social Bearing Capacities with Conflict as a Result, in the Perception of the Visiting Historical Sites.

Abdi et al.[21], studied the relationship between strategic planning with entrepreneurial marketing in the saderat bank of north tehran.

Abbasi & Taghipour,[22], studied An Ant Colony Algorithm for Solving Bi-Criteria Network Flow Problems in Dynamic Networks.

Khodakhah Jeddi et al.[23], studied The Analysis of Effect Colour Psychology on Environmental Graphic in Childeren Ward at Medical Centers.

Taghipour et al.[24], studied Investigating the Relationship between Competitive Strategies and Corporates Performance.

Taghipour et al.[25], studied The identification and prioritization of effective indices on optimal implementation of customer relationship management using TOPSIS, AHP methods.

Taghipour and Azarian.[26], studied The Impact of Extensive Quality Management on Human Relations (Case Study: Education).

Taghvaei yazdi et al.[27], studied The Impact of Intellectual Capital on Organizational Entrepreneurship (Case Study: Mazandaran Science and Technology Park)

Azarian and Taghipour.[28], studied The Impact of Implementing Inclusive Quality Management on Organizational Trust (Case Study: Education).

Azarian et al.[29], studied The Effect of Implementing Total Quality Management on Job Satisfaction (Including Case-Study)

Ghadamzan Jalali et al.[30], studied Explain the Relationship Between Intellectual Capital, Organizational Learning and Employee Performance of Parsian Bank Branches in Gilan province.

Habibi Machiyani et al.[31], studied Using Business Intelligence to Provide a Model for Smartening the Management of Iranian Chain Stores.

Habibi Machiyani et al.[32], studied Designing a smart model for managing Iranian chain stores based on business intelligence (case study of proma chain store).

Habibi Machiani et al.[33], studied the relationship between social responsibility and brand of companies listed on the tehran stock exchange.

Hosseinzadeh in a study on the role of online social media in improving marketing strategies. The development of the Internet and the formation of online social media have created a good infrastructure for mass communication. These media were originally used to communicate between people. Today, with the spread of popularity and the use of social media, many companies are using this communication infrastructure to achieve goals such as marketing, advertising, culture building and so on. In this study, the proposed methods for using social media in developing and improving business marketing strategies were examined. These methods were classified into three approaches: active, inactive and combined. The results showed that the use of these media led to easier access to comprehensive and practical information.

Fallah and Najafi in their research have investigated the effect of three-pronged factors (including structural, content and context) of social media marketing on business development. According to researchers, social networks have gained a good position among the public today and due to easy access, the acceptance of this phenomenon is increasing day by day. With the growth of social networks, e-commerce activities have entered a new phase, the relationship between visitors and service providers as well as buyers and sellers has increased and the relationship between organizations and companies has improved and through this new marketing campaigns such as social media marketing have emerged. In this study, three factors affecting social media marketing and identifying its impact on business development have been investigated. The present study is an applied research and descriptive-survey type. The statistical population of this research is the employers of Shokohiyeh town of Qom. Using Cochran's formula, 132 people were selected as the minimum required statistical sample and the questionnaire was randomly distributed among the sample. Two questionnaires were used to measure the research variables. The method of experts was used to check the validity of the questionnaire, during which the questionnaire was distributed among 5 faculty members and approved by them. To calculate the reliability, Cronbach's alpha coefficient for the questionnaire was calculated to be 0.825. Based on the results of structural equation modeling test, three-

dimensional factors (including, structural, contextual, content) of social media marketing have a positive and significant effect on business development.

Vosough and Andalib conducted a study entitled "Content Marketing as a New Approach to Attract Customers on Social Networks and Websites" and believe that in today's business world, traditional marketing methods due to high cost and unattractive to the audience, another good way to They do not attract customers. Companies and brands are trying to attract their audiences by using low-cost, high-productivity methods on social media and websites. For this reason, many companies have turned to low-cost and profitable content marketing methods instead of traditional advertising in targeted marketing. In this regard, first in this article, the definition of content marketing, one of the attraction marketing techniques is discussed. Then, the main pillars of content marketing are stated and measured by criteria. The following are methods such as online videos, articles, data displays, newsletters, etc. to provide relevant content on social networks and websites, to increase search engine rankings, attract potential customers and prove the usefulness of content marketing. Finally, business journalists are introduced who are used to collect, compile and present quality content and continuously update it.

Emadi in a study on the impact of social media marketing: the impact of WhatsApp update status in an extracurricular sports event. Social media marketing, including the use of Facebook, is becoming a common part of advertising marketing by leisure, entertainment and sports organizations. While the use of WhatsApp as a common marketing tool, there is little empirical evidence of its use. This study examines the effectiveness of social media marketing on students in an academic setting. In particular, the impact of WhatsApp messages was examined through factorial repetition in pairs and in the form of subject design to determine their impact on awareness, interest and decision to participate in an extracurricular event. Participants were divided into two groups of control (25 people) and control group (27 people). Analysis of covariance (ANCOVA) showed a significant difference in awareness based on the experimental variable of interest and decision to participate in the event. The findings show that social media marketing is effective in increasing awareness that this The study provided an empirical basis for future research.

Forouzandeh in a study analyzed the effect of social media marketing on the electronic loyalty of Internet users to the brand (Case study: Samsung and LG brand mobile phones). One of the most influential services offered on the Internet and the Web, which in recent years has brought about a dramatic change in the social system of different countries of the world, has been Internet social networks. The desire to survive in a competitive environment has made organizations inevitably turn to marketing to respond and satisfy customers and stakeholders. Marketing through social media as a new generation.

One of the databases that are in the focus of users of the World Wide Web these days and operate on the basis of online organizations, and each of which brings together a group of Internet users with a specific feature, can help the organization to achieve its goals. The present study aimed to investigate the effect of social media marketing on electronic brand loyalty with Samsung and LG brands. For this purpose, a random statistical sample was selected from 270 buyers of Samsung and LG brands and the data were collected through a questionnaire. SPSS 18 and AMOS 20 software were also used to analyze the data and test the hypotheses. The results indicate that

the effect of social media marketing has a positive and significant effect on the electronic loyalty of Internet users to the brand.

Heidari et al. in a study on the role of social media in marketing and the impact on organizational structure. Social media is a description of online tools that people use to share content, profiles, opinions, views, experiences and thoughts. The main difference between social media and social networks is that social media is a way to convey or share information with a wide audience; While social networks are the cause of interaction. Groups of people with common interests, or similar minds, affiliated with each other who interact on social networking sites. Social media is the socialization of an organization and the involvement of human factors in the process of an organization's procedures and philosophies. In this article, the role of social media as an influential factor in marketing and affecting the organizational structure is discussed with a special focus on electronic banking and social banking. The components and roadmap of banks' penetration into social media are expressed by presenting tables of the presence of foreign banks on popular social media sites and discussing the role of these media in setting the stage for banking interactions with the new generation to create loyal customers, to reduce costs. , Gaining the trust of the new generation, increasing revenue and the importance of the banks' brand are covered in the mentioned media.

3.2. *Statistical Population - Sample Size*

Statistical Society:

According to the purpose of the research and the research topic of the statistical community, this research includes all customers / consumers of Apple brand in Milad Passage, Karaj; The number of them is unlimited.

Sample size:

In this study, due to the lack of access to all customers in the study population, Cochran's method was used to determine the sample size and the statistical sample size was considered 384 people according to the above formula.

Sampling:

The method of random sampling is simple.

In this sampling method, the selected units have an equal chance of being selected. Here the laws of probability determine which units or individuals will be selected from the parent population. The selection is either by lottery or by using a random number table.

3.3. *Descriptive Statistics*

Assessing the characteristics of society in terms of age status

Age is one of the nominal scales, so the frequency table can provide general information about this variable.

Table 1. Frequency distribution related to the age of the respondents.

Abundance	Age
41	Under 25
163	35 - 25
143	45 - 35

37	and up 45
384	total

The chart of the frequency distribution bars related to the age of the respondents is presented below.

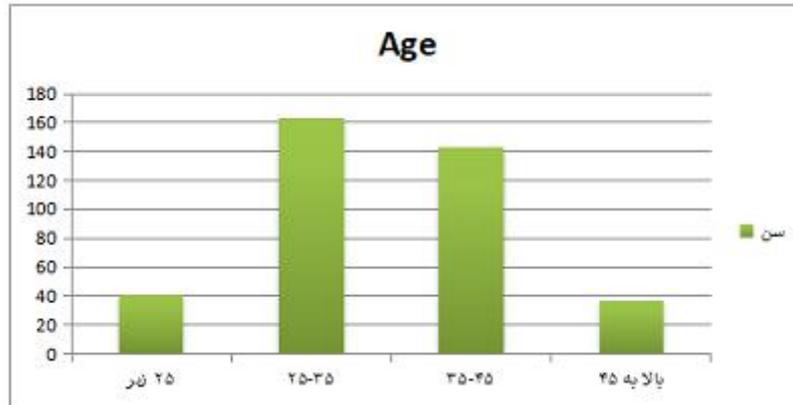


Figure 2. Chart of gender status bars.

Assessing the characteristics of society in terms of gender status

Gender is in the category of nominal scales, so the frequency table can provide general information about this variable.

Table 2. Frequency distribution related to gender.

Abundance	Gender
208	Man
176	Female
384	total



Figure 3. Chart of gender status bars.

Assessing the characteristics of society in terms of degree.

Degree is in the category of nominal scales. Therefore, the frequency table can provide general information about this variable

Table 3. Frequency distribution related to respondents' gender.

Abundance	Evidence
112	diploma the of degree Diploma and
173	Bachelor
88	Master
11	Doctorate
384	total

The chart of the frequency distribution bars related to the respondents' qualifications is provided below.

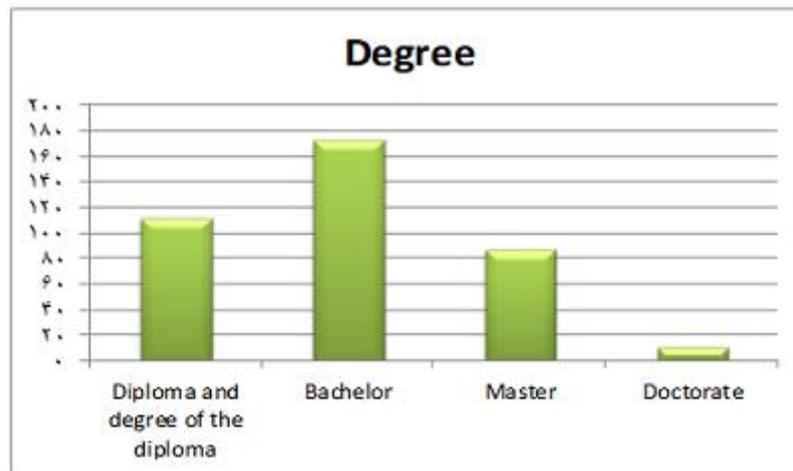


Figure 4. Chart of education status bars.

3.4. Inferential Analysis of Data

To confirm the reliability of the model, composite reliability and Cronbach's alpha method have been used.

Table 4. Check the reliability of the variables.

Mean variance AVE	Combined CR reliability	Cronbach's alpha	Variables
0 / 632	0 / 860	0 / 756	Entertainment
0 / 774	0 / 768	0 / 551	Interaction
0 / 672	0 / 911	0 / 854	of days The
0 / 583	834	0 / 692	of construction the Order
0 / 525	0 / 905	0 / 841	Perceived risk
0 / 771	0 / 866	0 / 778	Brand awareness
0 / 760	0 / 848	0 / 763	Brand image
0 / 672	0 / 860	0 / 755	mouth to mouth Advertising
0 / 633	0 / 909	0 / 849	Customer commitment
0 / 395	0 / 904	0 / 886	marketing information the of Activation social and media

3.5. Test the Research Hypothesis

Research Hypothesis: Social media marketing activities have a positive and significant effect on brand awareness.

Table 5. Route coefficients, t statistic Hypothesis one.

t Statistics	(b) /Route Coefficient	A of B the of c Variable
14/584	0/550	social and media marketing information the of Activation

(Dependent variable: brand awareness)

The hypothesis of this study tests the effect of social media marketing activities on brand awareness. According to t-statistic ($t = 14.58$), which is outside the range of -1.96 to 1.96, it can be said that social media marketing activities at the level of 95% have a significant effect on brand awareness. As a result, the research hypothesis is confirmed.

3.6. Results of Research Hypothesis

Research Hypothesis: Social media marketing activities have a positive and significant effect on brand awareness.

The hypothesis of this study tests the effect of social media marketing activities on brand awareness. According to t-statistic ($t = 14.58$), which is outside the range of -1.96 to 1.96 , it can be said that social media marketing activities at the level of 95% have a significant effect on brand awareness. As a result, the research hypothesis is confirmed. Results of confirmation of this hypothesis with studies of Norsiakirah et al. (2016); Vosough and Andalib (2015); Farid et al. (2015); Mehdizadeh and Ismaili (1393); Taghizadeh Behjati (1394); It is harmonious.

4. Discussion and Conclusion

The research hypothesis was analyzed using structural equation modeling and pls software. The research hypothesis was confirmed with a path coefficient of 0.550 and a t-test of 14.584.

Proposal based on research hypothesis

Research Hypothesis: Social media marketing activities have a positive and significant effect on brand awareness.

In order to confirm this hypothesis, the following suggestions are made:

Social media to meet the needs and wants of the customer.

Social media provides an opportunity for customers to chat with other customers.

Social media has flexibility.

Make it easy for customers to learn how to learn social media

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

Funding

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

References

- [1] Abdi, H.A.; Safarian, H.S; Yusefi, S.A.R.; Taghipour, M. Predicting Entrepreneurial Marketing through Strategic Planning (Including Case Study). *Educational Administration Research Quarterly*, 2019, 10(2), 127-142.
- [2] Haj, A.A; Naami, A; Fathiha, F.K.; Taghipour, M. Identificaion and prioritization of effective indicators on optimal implementation of customer relationship management in the insurance industry(including case study). *Journal of Process Engineering*, 2019, 5(1), 18-28.
- [3] Taghipour, M.; Seraj, F.; Amir, H.M.; Farahani, K.S. Risk analysis in the management of urban construction projects from the perspective of the employer

- and the contractor. *International Journal of organization Leadership*, 2015, 4, 356-373.
- [4] Rezvani, B.M.; Taghipour, M. Identification and Management of Risks in Construction Projects. *American Journal of Civil Engineering*, 2015, 3(5), 170-177.
- [5] Alamdar, K.M.; Naami, A.; Taghipour, M. Effect of integrated marketing communication on brand value with the role of agency's reputation (including case study). *Journal of Process Engineering*, 2019, 5(1), 30-44.
- [6] Taghipour, M.; Mehrnaz, B.; Khodarezaei, M.; Farid, F. Supply Chain Performance Evaluation in IN The IT Industry. *International Journal of Recent Research and Applied Studies*, 2015, 23(2), 144-156.
- [7] Taghipour, M.; Vosough, A.; Kazemi, N.; Ahitabar, P. The Study of the Application of Risk Management in the Operation and Maintenance of Power Plant Projects. *International Journal of Business Management*, 2018, 3(3), 98-110.
- [8] Taghipour, M.; Shabrang, M.; Habibi, M.H; Shamami, N. Assessment and Analysis of Risk Associated with the Implementation of Enterprise Resource Planning (ERP) Project Using FMEA Technique (Including Case-Study). *Management*, 2020, 3(1), 29-46.
- [9] Taghipour, M.; Hoseinpour, Z.; Mahboobi, M.; Shabrang, M.; Lashkarian, T. Construction projects risk management by risk allocation approach using PMBOK standard. *Journal of Applied Environmental and Biological Sciences*, 2015, 5(12), 323-329.
- [10] Taghipour, M.; Seraj, F.; Seraj, M. Necessity Analysis and Optimization of Implementing Projects with The Integration Approach of Risk Management and Value Engineering. *Journal of Economics and Management*, 2015, 5(1), 330-346.
- [11] Taghipour, M.; Moghadam, A.; Moghadam, N.S.B. Implementation of Software-Efficient DES Algorithm. *Advances in Networks*, 2015, 3(1), 7-22.
- [12] Taghipour, M.; Sharifzadeh, S.; Seraj, F. Risk assessment and analysis of the state DAM construction projects using FMEA technique. *Engineering*, 2015, 4(2), 195-203, Corpus ID: 110496771.
- [13] Taghipour, M.; Mahboobi, M.; Gharagozlou, H. The Impact of ICT on Knowledge Sharing Obstacles in Knowledge Management Process (Including Case-Study). *Iranian Journal of Information processing and Management*, 2016, 31(4), 1049-1074.
- [14] Taghipour, M.; Saffari, K.; Sadri, N. Assessment of the Relationship Between Knowledge Management Implementation and Managers Skills (Case Study: Reezmoj System Company in Iran). *Science Journal of Business and Management*, 2016, 4, 114-120.
- [15] Taghipour, M.; Nokhbefallah, M.; Nosrati, F.; Yaghoubi, J.; Nazemi, S. Evaluation of the effective variables of the value engineering in services(Qazvin post center case study). *Journal of Applied Enviromental and Biological Science*, 2015, 5(12), 319-322.

- [16] Taghipour, M.; Seraj, F.; Amin, M.; Changiz, D.M. Evaluating CCPM method versus CPM in multiple petrochemical projects. *Management*, 2020, 3(3), 1-20.
- [17] Taghipour, M.; Soofi, M.E.; Mahboobi, M.; Abdi, J. Application of Cloud Computing in System Management in Order to Control the Process. *Management*, 2020, 3(3), 34-55.
- [18] Taghipour, M.; Ahmadi, S.J. Evaluation of Tourist Attractions in Borujerd County with Emphasis on Development of New Markets by Using Topsis Model. *Science Journal of Business and Management*, 2015, 3(5), 175-189.
- [19] Abdollahzadeh, N.; Taghipour, M. Identify and Priorize Suitable Area for Ecotourism Development using Multi-criteria Analysis for Development of the Tourism Market in Iran (Nathanz City). *International Journal of Innovative Research in Science, Engineering and Technology*, 2015, 4(11), 11525-11536.
- [20] Mirzaie, F.; Nazari, A.; Zargham, B.H; Taghipour, M. The Relationship Between Social Bearing Capacities with Conflict as a Result, in the Perception of the Visiting Historical Sites. *Journal of Investment and Management*, 2015, 4(6), 403-408.
- [21] Abdi, H.A.; Safarian, H.S.; Yusefi, S.A.R.; Taghipour, M. the relationship between strategic planning with entrepreneurial marketing in the saderat bank of north tehran. *Journal of Process Engineering*, 2018, 4(10), 34-42.
- [22] Abbasi, S.; Taghipour, M. An Ant Colony Algorithm for Solving Bi-criteria Network Flow Problems in Dynamic Networks. *International Journal in IT & Engineering*, 2015, 3(5), 34-48.
- [23] Khodakhah, J.L.; Kasrayee, F.; Khodakhah, J.S.; Taghipouret, M. The Analysis of Effect Colour Psychology on Environmental Graphic in Childeren Ward at Medical Centers. *Psychology and Behavioral Sciences*, 2016, 5(2), 51-61.
- [24] Taghipour, M.; Barzegar, P.; Mahboobi, M.; Mohammadi, S. Investigating the Relationship between Competitive Strategies and Corporates Performance (Case Study: Parsian Banks of Tehran). *Management*, 2020, 3(4), 13-28.
- [25] Taghipour, M.; Ganji, F.; Zolfagharijoo, A.; Lotfi, A.; Torabi, F. The identification and prioritization of effective indices on optimal implementation of customer relationship management using TOPSIS, AHP methods (Case study: Pasargad bank). *Management*, 2020, 3(4), 43-60.
- [26] Taghipour, M.; Azarian, R. The Impact of Extensive Quality Management on Human Relations (Case Study: Education). *International Journal of Current Science and Engineering*, 2020, 2(7), 341-347.
- [27] Taghvaei, Y.M.; Taghipour, M; Abdi, J.; Habibi, M.A. The Impact of Intellectual Capital on Organizational Entrepreneurship (Case Study: Mazandaran Science and Technology Park). *Journal of Modern Thoughts in Education*, 2020, 15(3), 44-58.
- [28] Azarian, R.; Taghipour, M. The Impact of Implementing Inclusive Quality Management on Organizational Trust (Case Study: Education). *Journal of Multidisciplinary Engineering Science Studies*, 2020, 6(7), 3376-3383.

- [29] Azarian, R.; Gholamreza, T.F.G.; Habibi, M.A.; Taghipour, M. The Effect of Implementing Total Quality Management on Job Satisfaction (Including Case-Study). *Management*, 2020, 3(5), 1-15.
- [30] Ghadamzan, J.A.; Habibi, M.H.; Taghipour, M; Fathi, V.K.; Moshtaghi, S. Explain the Relationship Between Intellectual Capital, Organizational Learning and Employee Performance of Parsian Bank Branches in Gilan province. *Educational Administration Research Quarterly*, 2020, 10(2), 127-142.
- [31] Habibi, M.A.; Aghazadeh, M.; Fooladi, T.Y.; Taghipour, M. Using Business Intelligence to Provide a Model for Smartening the Management of Iranian Chain Stores. *Management*, 2020, 4(1), 37-55.
- [32] Habibi, M.A.; Fooladi, T.Y.; Savarrakhsh, M.; Taghipour, M. Designing a smart model for managing Iranian chain stores based on business intelligence (case study of proma chain store). *Management*, 2020, 4(1), 1-18.
- [33] Habibi, M.A.; Taghipour, M; Asadifard, E. The Relationship Between Social Responsibility And Brand Of Companies Listed On The Tehran Stock Exchange. *Journal of Economics and Administrative Science*, 2020, 3(1), 15-20.



© 2021 by the author(s); licensee International Technology and Science Publications (ITS), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (<http://creativecommons.org/licenses/by/4.0/>)