Editorial:

We cordially invite you to attend the International Conference on Business Research (ICBUSR-19), which will be held in Brisbane, Australia on May 15th-16th, 2019. The main objective of ICBUSR-19 is to provide a platform for researchers, engineers, academicians as well as industrial professionals from all over the world to present their research results and development activities in Business Research. This conference provides opportunities for the delegates to exchange new ideas and experience face to face, to establish business or research relations and to find global partners for future collaboration.

These proceedings collect the up-to-date, comprehensive and worldwide state-of-art knowledge on Business Research. All accepted papers were subjected to strict peer-reviewing by 2-4 expert referees. The papers have been selected for these proceedings because of their quality and the relevance to the conference. We hope these proceedings will not only provide the readers a broad overview of the latest research results on Business Research but also provide the readers a valuable summary and reference in these fields.

The conference is supported by many universities and research institutes. Many professors played an important role in the successful holding of the conference, so we would like to take this opportunity to express our sincere gratitude and highest respects to them. They have worked very hard in reviewing papers and making valuable suggestions for the authors to improve their work. We also would like to express our gratitude to the external reviewers, for providing extra help in the review process, and to the authors for contributing their research result to the conference.

Since March 2019, the Organizing Committees have received more than 30 manuscript papers, and the papers cover all the aspects in Business Research. Finally, after review, about 09 papers were included to the proceedings of ICBUSR-19.

We would like to extend our appreciation to all participants in the conference for their great contribution to the success of International Conference 2019. We would like to thank the keynote and individual speakers and all participating authors for their hard work and time. We also sincerely appreciate the work by the technical program committee and all reviewers, whose contributions make this conference possible. We would like to extend our thanks to all the referees for their constructive comments on all papers; especially, we would like to thank to organizing committee for their hard work.
Acknowledgement

IARF is hosting the International Conference on Business Research this year in month of May. International Conference on Business Research will provide a forum for students, professional engineers, academician, and scientist engaged in research and development to convene and present their latest scholarly work and application in the industry. The primary goal of the conference is to promote research and developmental activities in Business Research and to promote scientific information interchange between researchers, developers, engineers, students, and practitioners working in and around the world. The aim of the Conference is to provide a platform to the researchers and practitioners from both academia as well as industry to meet the share cutting-edge development in the field.

I express my hearty gratitude to all my Colleagues, Staffs, Professors, Reviewers and Members of organizing committee for their hearty and dedicated support to make this conference successful. I am also thankful to all our delegates for their pain staking effort to travel such a long distance to attain this conference.

Dr. Simpson Rodrigs
President
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To Study the Impact of Mediating Role of the Learning Strategies between the Knowledge Characteristics of a Job and Employee Innovation Process

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Abstract: This study explains conceptual model that elucidates how work based learning strategies are playing mediating role between the knowledge characteristics of a job and employee innovation process. Knowledge characteristics of job are playing role as independent variable and the key component of this variable is problem solving. The work based learning strategies is mediating variable and the key factor of this variable is cognitive learning strategies. The dependent variable is innovation process. A survey methodology is adapted for this research. Population frame is the software engineers. Simple random sampling technique is used. The questionnaire is used as a research instrument. For analyzing the data, apart from descriptive statistics, the regression analysis is conducted for testing hypotheses. The result shows that problem solving has positive impact on the innovation process during direct relationship. The problem solving also has positive impact on the innovation process through the mediation of cognitive learning strategies.

Index Terms—Performance; Learning strategies; Organization.

I. INTRODUCTION

The research in the domain of Job Design is trying to develop the mechanisms through which knowledge characteristics of a job has positively effect on the output of the employees in the form of innovative behavior, well-being and performance. The work based learning strategies has been suggested as one type of mechanism [1]. The knowledge characteristics of a job and work based learning strategies mechanism encourages the employees to learn about the job and enable them to perform effectively and efficiently. The previous studies findings support that the employee outcomes are task performance [2] and well-being [3,4] due to the mechanism between the job design and work based learning strategies. This mechanism also helps the employee in the idea generation, promotion and implementation within the organizations [5]. The job design represents the characteristics of the job. Knowledge characteristic of a job is a part of job design. It is important to identify the effect of knowledge characteristics on the innovation process via direct or through mediating role of work based learning strategies. After the identification of this affect, the organizations can improve or promote the employee innovation process by coalescing knowledge characteristics with interference to enhance work based learning strategies. The previous studies support directly the relationship of problem solving [6] and skill variety with the employee learning. The employee learning is directly associated with innovation [7]. The results of these studies did not elaborate the mechanism through which job design affect the employee innovation process. This article proposes a mechanism; it explains the knowledge characteristics effect on the innovation through work based learning strategies. The key component of the knowledge characteristics of a job is problem solving. Problem solving engrosses innovating idea, generating idea, solving non routine problems, and preventing from error [8]. The key component of the work based learning strategies is cognitive learning strategy and behavioral learning strategy. The employee uses this learning strategy to get and organize the knowledge [9]. Cognitive learning strategies elaborate the new information in the light of existing information and originate the principal, creating scheme and key issues. The employee innovation process consists of three different categories. First is idea generation, the concept of idea generation is similar with the concept of creativity. The idea generation in the innovation process should reflect newness and originality. The next in innovation process is idea promotion. This stage proposes the new ideas to employees and organization and getting the support of the idea. The final stage of the innovation process is idea implementation. In this stage new ideas are amalgamated within the organizational process (Figure 1).
Theory and Hypotheses Development

The problem solving effect on cognitive learning strategies and innovation

Knowledge characteristics are the part of job design. The first part of conceptual model explains the relationship between the knowledge characteristics and work based learning strategies. This model proposes that problem solving will recognize the use of cognitive work based learning strategies. The problems are obstacles for employees to attain goals and task performance. Due to this, the employees deploy the different skills and problem solving techniques through work based learning strategies. The work based learning strategies did not provide surety of the solution of problem. Problem solving is commonly regarded as most significant cognitive activity in the professional context. The familiar educational settings are required for learning to solve the problems [10]. The employees learn from the past precedence’s, events, situations and happenings when an employee’s identify similarities of the current problem with the previous ones. The old problem gives the solution pattern of the new problem. This sort of solution guides the individual’s to creativity [11]. Psychological theory explains that problem solving leads to students for gaining knowledge and learns about thinking strategies. The learning due to the problem solving assists the students for developing learning strategies. The problem solving inventing theory explains knowledge base, practical methodology, technology according to model and tool sets for problem solving and developing new ideas. This theory consists of first, specific problems convert into general problem, second is finding the typical solution of general problems and third is get the solution of specific problem from converting the typical solution into specific solution [12]. This theory examines the challenges about the problems where innovation is needed. This theory applied in different categories of industries, including process development [13,14], eco-innovation [15], and service innovation (Table 1) [16]

H1: Problem solving has positive impact on the Innovation

The cognitive learning strategies effect on innovation

The learning strategies encourage knowledge acquisition for job context and task. The cognitive learning strategies assume dual procedure models of cognition. One is Intentional mode and second is analytical mode of cognition. These modes motivate to learn the new rules, facts and knowledge of organization [17,18]. Cognitive work based learning strategies is considered as example of premeditated and intentional approaches of thoughts in which effort and time deliberately spent on topic. The cognitive work based learning strategies encourage the employees to knowledge acquisition and elaborate new information by investigating the implications of novel information from the existing knowledge. The consequences of cognitive work based learning strategies on knowledge gaining have considered in the circumstances of everyday work. Knowledge acquisition in workplace setting and training has been linked with experimental application strategies [19]. The theoretical and experimental evidence proposes that cognitive work based learning strategies endorse the knowledge acquisition or gaining. It is suggested that knowledge acquisition through work based learning strategies develops potential to generate and create novel and useful ideas [20]. Many theoretical perceptions encourage this idea. Amabile’s [21] componential theory explains knowledge acquisition is a fundamental element to develop new ideas and increase potential of peoples or employees to amalgamate information for generating new different ways. The potential of the peoples or employees intensify by organized knowledge according to common principles comparatively unrelated information [22]. An insinuation from cognitive load theory explains that the enhancement in knowledge helps to decrease the burden on working memory when present situation demonstrated as problem solving and learning. This theory can be applied to relevant cognitive activities, such as find solution of problem or create a new idea [23]. Both theories suggest that the relevant domain knowledge acquisition has positive relationship between the creativity. The results of empirical studies show that expert employees (higher level of knowledge) are more innovative and create new ideas than employees who have less knowledge [24]. The researcher argued in this study that job characteristics manipulate cognitive work based learning strategies. The cognitive work based learning strategies effect on the innovation process. The job design has effect on the innovation. Pervious results of empirical studies show that the job design has relation with task performance. The skill
utilization plays a mediating role between the relationship of job design and well-being of employees.

H2: Problem solving has positive impact on the Innovation through mediation role of cognitive learning strategies.

Research Methodology

The research approach is quantitative. Quantitative research is essential about collecting numerical data to explain a particular phenomenon. A survey methodology is adapted for this research. Population frame is the software engineers. Simple random sampling technique is used and unit of analysis is individual. The sample size is calculated with the help of statistical formula. The data for this research will be gathered using a questionnaire. For analyzing the data, apart from descriptive statistics, the traditional statistic for testing hypotheses will be used.

Measures

The developed scale of Barkman and Machtmes [25] is used to measure the problem solving. The total items of the scale are 24. The response point of scale consists of five points used (1=Never, 5=Always). The developed scale of Holman et al. [26] is used to measure the Cognitive learning strategies. The total items of the scale are 8. The response point of scale consists of five points used (1=Not a lot, 5=A great deal). The developed scale of Holman et al. is used to measure the Innovation. The total items of the scale are 9. The response point of scale consists of five points used (1=Not a lot, 5=A great deal).

Demographic statistics

In the gender statistics it can be observed that both male and female participated as respondents. Male and female respondents are 49 and 11 out of total 60 valid responses i.e. 81.7% and 18.3% respectively. The reflection of male dominance is visible from the statistics. Both married and single respondents participated in the survey. Married and single respondents are 12 and 48 out of total 60 valid responses i.e. 20% and 80% respectively. The reflection of single dominance is visible from the statistics. The respondent’s age divided in the four groups; first group falls between the 21-30 years old, the second group falls between the 31-40 years old, the third group falls between the 41-50 years old and lastly greater than 50 years old. The age of 50 respondents fall between the 21-30 years old which is 83.3% of the total respondents. The age of 7 respondents fall between the 31-40 years old which is 11.7% of total respondents. The age of 3 respondents fall between the 41-50 years old which is 5% of total respondents. The result shows that majority of respondent’s falls in 21-30 years old group. The respondent’s qualification divided in the two groups; first group has 16 years education and second group has above 16 years education. The 39 respondents have 16 years education which is 65% of the total respondents. The 21 respondents have above 16 years education which is 35% of total respondents. The majority of respondents have 16 years education. The respondents were categorized into five categories on the basis of salary. First category was less than 20, second category is 21-40, third was 41-60, fourth was 61-80 and 81-100 thousands rupees salary of respondents. The majority of respondents get less than 20 thousand salaries. This survey envisaged on a sample of people having different length of experiences. It was important to analyze the data from view point of experience of respondents. The majority of respondents have up to five years’ experience.

Testing assumptions of regression

The regression analysis is based on specific assumptions. The assumptions of regression are linearity, multi co-linearity, normality and homoscedasticity. The assumption of normality examined through the graphical technique by histogram. The assumptions of linearity and homoscedasticity examined through scatter plots diagram. The assumption of the multi co-linearity examined through the correlation matrix.

Regression analysis

The purpose of regression analysis is to check the relationship between the independent variables with dependent variable. In the regression analysis examined the individual impact of the independent variable on the dependent variable, quality of the goodness of the model, significance of the model and strength of the relationship between the independent variables and dependent variable.

• The R²=0.25 of model 1 indicates that the problem solving predictor explains 25% variance in Innovation.

• The R²=0.305 of model 2 indicates that the problem solving predictor explains 30.5% variance in Innovation.

• The p<0.05 shows that at least one variable plays significant role in the both model.

The p value for PS<0.05 which shows significant relationship between PS and IN and is interpretable. It means significant positive relationship exists between PS and IN (β=0.428, p<0.05) showing IN will increase by 0.428 units for every one unit increase in PS, keeping all other predictors constant in model 1. The p value for PS<0.05 which shows significant relationship between PS and IN and is interpretable. It means significant positive relationship exists between PS and IN (β=0.359, p<0.05) showing IN will increase by 0.359 units for every one unit increase in PS, keeping all other predictors constant in model 2. The p value for CLS<0.05 which shows significant relationship between CLS and IN and is interpretable. It means significant positive relationship exists between PS and IN (β=0.223, p<0.05) showing IN will
To Study the Impact of Mediating Role of the Learning Strategies between the Knowledge Characteristics of a Job and Employee Innovation Process.

increase by 0.223 units for every one unit increase in PS, keeping all other predictors constant in model 2 (Tables 2 and 3).

II. CONCLUSION

This research tested a conceptual model of the knowledge characteristics (problem solving) learning mechanism (cognitive learning strategies) in relation to innovation. The result shows that problem solving has positive impact on the innovation process during direct relationship. The problem solving also has positive impact on the innovation process through the mediation of cognitive learning

Table 2: ANOVAc

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<tr>
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<th>F</th>
<th>Sig.</th>
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<tr>
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<tr>
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Table 3: Coefficientsa.

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strategies. This model confirms the mediating relationship of cognitive learning strategies between the problem solving and innovation. This conceptual model can guide future research in this particular area, which could focus on the wider set of variables related to the knowledge characteristics for improving innovation in organization.

REFERENCES


direct effects, mediated, and moderated models. Journal of Occupational Health Psychology 7: 283-301.


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Innovations in Engineered Mesoporous Material for Energy Conversion and Storage Applications

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Keywords — Energy; Porous material; Storage; Conversion; Applications.

I. INTRODUCTION

Today, Earth’s population stands at more than seven billions [1]. Along with a constantly growing human population, the living standards are also increasing. Energy is the initial driving force for achieving advancement in human living [2]. As a result of that, the worldwide energy consumption is expected to double within the next 35 years [3]. Fossil fuels such as coal, oil and natural gas have generated most of the energy consumed globally for over a century [4]. But fossil fuels are responsible for a significant amount of land, water and air pollution beyond their carbon dioxide production [5]. Due to large production of carbon dioxide from energy generation, along with emission from vehicles, the earth temperature rises by approximately 2-3°C and it is expected that the same will go up further [1]. This may result into geographical as well as environmental imbalance. To solve these problems, there has been recently a trend towards the increase in the utilization of various renewable energy resources [4]. In this respect, wind power, solar energy, hydrogen geothermal energy, biomass and bio-fuels are extensively investigated for a few decades both from the scientific/academic and industrial/societal viewpoints [6,7].

Figure 1: Renewable energy outlook [8].

Among all the renewable energy resources (Figure 1), wind and solar energy received great attention, as they essentially not required water to operate and thus do not pollute water resources [9]. Solar energy has the most potential, as sun provides the earth with approximately 1,00,000 TW which is almost 10,000 times more than the current energy consumption [10]. Thus abundance of energy makes sun energy very popular for electricity production and hence enhanced their commercialization. Direct utilization of solar radiation to produce electricity is not only way to utilize the nature’s renewable energy flow via photovoltaic cells but also power can be generated at the users place. Mesoporous materials have attracted great interest in current years because of the unusual mechanical, electrical and optical properties endowed by confining the dimensions of such materials and because of the combination of bulk and surface properties to the overall behaviour. One needs only the consideration of the staggering developments in microelectronics to appreciate the potential of materials with reduced dimensions. Mesoporous materials are becoming increasingly important for electrochemical energy storage and generation [10,11]. Mesoporous materials are used in many energy applications, because of their owning ability to interact and absorb with guest species on their surfaces, and in the pore spaces [12,13]. The porous materials are classified into three categories according to their pore sizes: mesoporous (2-50 nm), microporous (<2 nm) and macroporous (>50 nm). Since the first report of meso-porous silica [14], many mesoporous materials synthesized under a wide range of pore size PHs from highly basic to strongly acidic conditions, various of shape using non-ionic, cationic, neutral and anionic surfactants [15,16]. These materials have good characteristics such as high surface area, narrow pore size, uniform pore structure etc. The mesoporous materials having large pore volumes, shown promise in the loading of guest species and in the accommodation of the expansion and strain relaxation during repeated electrochemical energy storage processes (Figure 2).
Moreover, it has high surface areas should provide a large number of reaction or interaction sites for surface processes such as catalysis, adsorption, energy storage and separation. These above features are particularly advantageous for applications in energy conversion and storage [17-19]. The ordered mesoporous materials developed using various templating materials to have attracted increasing interest from the electrochemists community due to their plenty of unique properties and functionalities that can be effectively exploited in optoelectronic devices. Mesoporous materials are excellent opportunities in energy storage and energy conversion applications having to their extraordinarily high surface areas and large pore size. These properties may enhance the performance of porous materials in terms of lifetime and stability, energy and power density.

REFERENCES

Improving Access to Quality Diagnostic Tools in Low and Middle Income Countries (LMICs) Through Social Innovation-Lessons Learnt


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Institute of Tropical Medicine, Antwerp, Belgium

Keywords — Public health; Infectious diseases; Social innovation; Low and middle income countries.

I. INTRODUCTION

In vitro diagnostics are essential for the successful delivery of healthcare; conducting routine public health surveillance; rapid detection and containment of infectious diseases [1], responding to health emergencies, and dealing with the growing problem of antimicrobial resistance, and detecting and managing the communicable and rapidly growing problem of non-communicable diseases in Low-and Middle-Income Countries (LMICs) [2]. However, there is still a lack of effective tools that are affordable and appropriate for resource constraint settings and even if suitable diagnostic tests are available, they are often not accessible to poor populations [3]. One approach to improve access to products or services in LMICs is the use of social innovation [4]. While we acknowledge that multiple interpretations and definitions exist, we define social innovation as an approach to the implementation of healthcare delivery interventions by cross-sectoral actors in response to needs expressed by the community. Crucially, it empowers people at the local level.

Quality Diagnostics

To promote how to improve access to quality diagnostics in LMICs using social innovation in LMICs settings, a workshop was held in April 2016 in Geneva, Switzerland during the Geneva Health Forum 2016 (GHF). The aims of the workshop were [1] to learn from examples of the social innovators, and to see how they can be applied to diagnostics; [2] to identify key factors of successful social innovations and how to scale up these models; [3] to identify the obstacles and limitations and how they can be addressed; and [4] promote new collaborations and engage academia in social innovations. Participants working with social innovations in their capacity participated in a workshop. Participants included social innovators and representatives from academia, international organizations and NGOs. The workshop consisted of 6 teleconferences over 6 months followed by a closed meeting and an open workshop along with the participants of the GHF.

II. LITERATURE REVIEW

Literature review was performed and the lessons learnt from social innovations were weighed up during the teleconferences to note key factors from the innovations. During the workshop at the GHF the social innovators participating in the workshop presented their work, the types of innovation models they use and the setbacks they have faced during the planning and implementation of their innovations. Four case studies working in different settings and following different models were presented. The four cases were: Operation ASHA (INDIA), e-health for TB detection and drug compliance; Embryo (INDIA), local innovations such as a drug adherence monitoring system; Learner Treatment Kit (Malawi), detection and treatment of malaria in primary school children by teachers; and project HOPE (Peru), detection of cervical cancer by self-testing promoted by local volunteer women [5]. Four main learning outcomes were identified that form the pillars of the innovations: Feasibility, Replicability, Sustainability and Scalability. It was noted that for social innovations to be feasible, leveraging of existing resources to delivery in hard-to-reach populations, using community members to implement the innovation and centering the innovation around end user needs are key. There were examples of innovation, which used integrated school-based health service delivery by teachers to provide malaria case management to school children, and women from the community trained to help women for cervical screening, as an example of using community participation in social innovations.
For replicability, standard operating procedures (SOPs) allow the use of innovations in different settings and in this technology-driven world; technology is playing a significant role in social innovations. An example of the use of technology to track adherence to medicines or keeping record of the patients at the local level was presented. Simple models and continuing market analysis are crucial for scalability of the innovations. As the innovations must have minimal costs per patient, government support, co-funding, and co-ownership with government buy in; resource pooling and allocation are identified as important factors in the sustainability of social innovations which demonstrates the role of the government as vital.

III. CONCLUSION

The conclusions of the workshop were that social innovation in diagnostics can be a solution to improve access to diagnostic tools and services for marginalized and hard-to-reach populations but the innovation should address unmet needs (cost/clinical) with context appropriateness. Support and involvement from the community and local governments for such initiatives are vital. Business models can be adapted for the social innovations. The innovations should be adapted to the region, affordable and acceptable to the culture. Finally, more research and seed funds are required to further advance the field of social innovation.

This workshop highlighted the features that make a social innovation successful. The findings of the workshop will be useful for other groups that advocate, fund, and develop social innovation initiatives to improve health care in low-resource settings. More information is available at [http://socialinnovationinhealth.org/].

REFERENCES


Abstract: Every war and every competition have their own strategies. If you cannot define your suitable strategy, you will be listed one of the unsuccessful company. Therefore, every company needs to define good marketing strategy. Our research findings indicate that Gobi corporations’ marketing strategy. The Gobi corporation is one of the top cashmere producing company in Mongolia. We collected 311 participations from Mongolian consumers and analyzed by competitive marketing strategy.

Index Terms—Marketing strategy, SWOT, PEST, product life cycle

I. INTRODUCTION

Mongolia, is the last land of the nomads which live in the traditional house, wearing natural processing clothes and eating bio natural foods. Our country almost 2000 years has been part of the human history. Therefore, our ancestors were wearing badge, cashmeres and other leather clothes. Thenceforth every famous historian said that Mongolian cashmere processing history has begun 2000 years before. In our paper to introduce Mongolian cashmere products marketing situation. The marketing is the newest thing of our market. Because, Mongolian People’s Republic was eventually moved to democratic present Mongolia in the 1990 and wrote new constitution. Since this revolution, market economy was reformed and transited to free market from centrally planned economy by slowly. Cashmere wool is the main domestic product of Mongolia. But only one company can successfully enter in the Global market, because the Mongolian business marketing has been developing only for past 2 decades. Recently, marketing tools of Mongolian companies are rapidly developing. Many of them are still using traditional marketing tools such as Advertising and Promotion. But most companies cannot control the whole market. Only Advertising cannot help a brand to become famous. Each brand has its own image and personality. Also, this paper divided by three parts. First part that introducing Mongolian cashmere market situation and Mongolian cashmere markets history. Second part presenting that some required literatures. Last part presenting that results of consumer survey, SWOT, PEST of Mongolian cashmere sector and defining some Marketing strategies.

1.1. Background of Important Factors, Affecting Mongolian Cashmere Sector

Service quality Mongolian cashmere market service is unsatisfied now. See graph 1 below. In 2017, We researched 311 customer’s satisfaction of cashmere sector service quality. The results of the research are shown as Graph 1 below.

Product price
Cashmere products are special products made from 100% natural raw materials. That is why, cashmere products always have been highly priced. In the Mongolian cashmere sector, their price wouldn’t be medium or low for Mongolian people. Medium price is 300 000 – 800 000 MNT (about 3000 - 10.000 NTD) (Mongolian marketing consulting group Cashmere sector survey, 2015). Mongolian average wage of Mongolian citizens is 700 000 – 880 000 MNT (NTD 9800 – 11,000) for women and 1 100 000 MNT (13,000 NTD) for men (Office, 2016). The cashmere product price is half of an average wage of Mongolian
customers. Though Mongolia has 60 million livestock, camels and goats make only a half of it; so, cashmere products cannot sell for the fair price to customers. Because of the high prices, Mongolian companies cannot become global companies.

Product Quality Mongolian cashmere product quality is excellent. The report of the Mongolian domestic product customer satisfaction research (Group, 2015) published in 2015, showed the Mongolian cashmere product Hight quality. 90% of the customers, who bought the Gobi LLC products were highly satisfied with them (Group, 2015).

1.1. Company Situation

Competitors
In the Mongolian cashmere sector, 7 big manufactures are producing (Industry, 2015). The GOBI Corporation is one of the best and biggest share of a cashmere sector. Its biggest competitor is the GOYO Corporation that also produces cashmere products. In 2016, GOBI LLC market share was 66%, and the GOYO LLC market share was 13%. But it is on the international market. On the local market, the GOBI Corporation market share constituted 38% and the GOYO Corporation market share was 30% of the local market place (Gobi, 2016)

Suppliers of the Gobi Corporation
The main supplier of the company is 500 thousand of Mongolian herders. Goats now comprise almost half of Mongolia’s total livestock population, and the population explosion has caused environmental stress, evidenced by overgrazing, pastureland degradation and desertification. At the same time, volatile international cashmere prices have pushed many herders to keep larger flocks as a hedge against falling prices. Last year, prices dropped 29 percent to 50,000 tugriks (about $37) per kilo (Industry, 2015).

Company Target Market
The cashmere is one of the high-end product of the world. The GOBI company is targeting to heighten the revenue of Mongolian people and their life-cycle, like in Europe (Group M. M., 2016).

Company Segmentation
Many Gobi Corporation branch stores are in Zaisan, where businessmen, popular singers, top models, politicians, CEO’s live, and the main street of Ulaanbaatar (capital city of Mongolia). It is segmenting high value customers (Group M. M., 2016)

Product Prices
Below, the price scale of the GOBI corporation products is presented. GOBI’s average price is focusing on high revenue customers of the Mongolian market (Group M. M., 2016).

<table>
<thead>
<tr>
<th>№</th>
<th>Male</th>
<th>Female</th>
<th>Children</th>
<th>Accessors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sweaters (1870ntd-3800ntd)</td>
<td>Sweaters (1500ntd-3500ntd)</td>
<td>Sweaters (2000-3000ntd)</td>
<td>Scarfs (1000-8000ntd)</td>
</tr>
<tr>
<td>2</td>
<td>Pants (1500ntd-4500ntd)</td>
<td>Pants (1200-3500 nttd)</td>
<td>Pants (1500-3500 nttd)</td>
<td>Bags (4000-10000ntd)</td>
</tr>
<tr>
<td>3</td>
<td>Overcoats / (5000ntd-14000ntd)</td>
<td>Skirts (700-1500ntd)</td>
<td>Hats and scarfs (1800-2600ntd)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Hats and scarfs (800ntd-1500ntd)</td>
<td>Overcoats (4500-15000ntd)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Socks (100ntd-500ntd)</td>
<td>Socks (100ntd-500ntd)</td>
<td>Socks (100ntd-500ntd)</td>
<td>Socks (100ntd-500ntd)</td>
</tr>
<tr>
<td>6</td>
<td>Gloves (100ntd-500ntd)</td>
<td>Gloves (100ntd-500ntd)</td>
<td>Gloves (100ntd-500ntd)</td>
<td>Gloves (100ntd-500ntd)</td>
</tr>
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</table>

Table 1. The Gobi Corporation Products’ Price List

II. LITERATURES

Many industries contain one firm that is the acknowledged market leader. This firm has the largest market share in the relevant product market. It usually leads the other firms in price changes, new-product introductions, distribution coverage, and promotional intensity.

Choosing a specific attack strategy
The challenger must go beyond the five broad strategies and develop more specific strategies (Porter):
- Price discount: The challenger can offer a comparable product at a lower price. This is the strategy of discount retailers. Three conditions must be fulfilled. First, the challenger must convince buyers that its product and service are comparable to the leader’s. Second, buyers must be price-sensitive. Third, the market leader must refuse to cut its price in spite of the competitor’s attack.
- Cheaper goods: The challenger can offer an average- or low-quality product at a much lower price. Little Debbie snack cakes are lower in quality than Drake’s but sell at less than half the price. Firms that establish themselves through this strategy, however, can be attacked by firms whose prices are even lower.
- Prestige goods: A market challenger can launch a higher-quality product and charge a higher price than the
leader. Mercedes gained on Cadillac in the U.S. market by offering a car of higher quality at a higher price.

- Product proliferation: The challenger can attack the leader by launching a larger product variety, thus giving buyers more choice. Baskin-Robbins achieved its growth in the ice cream business by promoting more flavors—31-than its larger competitors.
- Product innovation: The challenger can pursue product innovation. 3M typically enters new markets by introducing a product improvement or breakthrough.
- Improved services: The challenger can offer new or better services to customers. Avis’s famous attack on Hertz, “We’re only second. We try harder,” was based on promising and delivering cleaner cars and faster service than Hertz.
- Distribution innovation: A challenger might develop a new channel of distribution. Avon became a major cosmetics company by perfecting door-to-door selling instead of battling other cosmetic firms in conventional stores.
- Manufacturing cost reduction: The challenger might achieve lower manufacturing costs than its competitors through more efficient purchasing, lower labor costs, and/or more modern production equipment.
- Intensive advertising promotion: Some challengers attack the leader by increasing expenditures on advertising and promotion. A challenger rarely improves its market share by relying on only one strategy. Its success depends on combining several strategies to improve its position over time.

Product life cycles
Most product life cycles are portrayed as bell-shaped curves, typically divided into four stages: introduction, growth, maturity and decline (Kotler, 2000)

![Product life cycle graph](image)

Marketing strategies: Growth stage
The growth stage is marked by a rapid climb in sales. Early adopters like the product, and additional consumers start buying it. New competitors enter, attracted by the opportunities. They introduce new product features and expand distribution. Prices stabilize or fall slightly, depending on how fast demand increases (Bartels, 1965). Companies maintain marketing expenditures or raise them slightly to meet competition and continue to educate the market. Sales rise much faster than marketing expenditures, causing a welcome decline in the marketing-to-sales ratio. Profits increase as marketing costs are spread over a larger volume, and unit manufacturing costs fall faster than price declines, owing to the producer-learning effect. Firms must watch for a change to a decelerating rate of growth in order to prepare new strategies (Cravens, 1999). To sustain rapid market share growth now, the firm:

- Improves product quality and adds new features and improved styling
- Adds new models and flunker products (of different sizes, flavors, and so forth) to protect the main product
- Enters new market segments
- Increases its distribution coverage and enters new distribution channels
- Shifts from awareness and trial communications to preference and loyalty communications
- Lowers prices to attract the next layer of price-sensitive buyers

Marketing strategies: Maturity stage
At some point, the rate of sales growth will slow, and the product will enter a stage of relative maturity. Most products are in this stage of the life cycle, which normally lasts longer than the preceding ones (Kotler, 2000). The maturity stage divides into three phases: growth, stable, and decaying maturity. In the first, sales growth starts to slow. There are no new distribution channels to fill. New competitive forces emerge. In the second phase, sales per capita flatten because of market saturation. Most potential consumers have tried the product and, future sales depend on population growth and replacement demand. In the third phase, decaying maturity, the absolute level of sales starts to decline, and customers begin switching to other products (Kotler, 2000).

Marketing strategies: Decline stage
Sales decline for a number of reasons, including technological advances, shifts in consumer tastes, and increased domestic and foreign competition. All can lead to overcapacity, increased price cutting, and profit erosion. The decline might be slow, as for sewing machines and newspapers, or rapid, as it was for 5.25 floppy disks and eight-track cartridges. Sales may plunge to zero or petrify at a low level. These structural changes are different from a short-term decline resulting from a marketing crisis of some sort. “Marketing memo: Managing a marketing crisis” describes for a brand in temporary trouble. As sales and profits decline, some firms withdraw. Those remaining may reduce the number of products they offer, exiting smaller...
segments and weaker trade channels, cutting marketing budgets, and reducing prices further. Unless strong reasons for retention exist, carrying a weak product is often very costly.

III. METHODOLOGY

This research designed by core marketing concepts. Specially we defined companies market environment as SWOT and PEST, and defined marketing strategy by their product life cycle.

Research questions
1) What is the Gobi’s main strategy?
2) What is the Gobi’s position on product life cycle?
3) Who are the Gobi LLC consumers?
4) Where do they use cashmere products?

Hypotheses
In our research has 2 main analysis. First one is aims to describe Gobi’s marketing strategy using by SWOT, PEST and Competitive marketing strategies theory, second analyze is to find their consumer perception of Gobi’s brand image. It gives two big information that Gobi’s marketing strategy and Brand image. However, marketing strategy is being our big part of the paper.

A company’s positioning and differentiation strategy must change as its product, market, and competitors change over the product life cycle. To say a product has a life cycle is to assert four things:
1. Product have a limited life.
2. Product sales pass through distinct stage, each posing different challenges, opportunities, and problems to the seller.
3. Profits rise and fall at different stages of the product life cycle.
4. Products require different marketing, financial, manufacturing, purchasing, and human resource strategies in each life-cycle stage.

Most product life cycle are portrayed as bell-shaped curves, typically divided into four stages: Introduction, Growth, Maturity and Decline.

1. Introduction – A period of slow sales growth as the product is introduced in the market. Profits are nonexistent because of the heavy expenses of product introduction.
2. Growth – A period of rapid market acceptance and substantial profit improvement.
3. Maturity – A slowdown in sales growth because the product has achieved acceptance by most potential buyers. Profits stabilize or decline because of increased competition.
4. Decline – Sales show a downward drift and profits erode.

However, we created following hypotheses from last chapter of literature review

H1: The Gobi’s product life cycle is locating on growth stage. Therefore, Gobi may need to be use Competitive marketing strategies.
H2: The Gobi’s product life cycle is locating on maturity stage. Therefore, Gobi may need to be use Market modification or Product modification.
H3: The Gobi’s product life cycle is locating decline stage. Therefore, Gobi may use to be Eliminate weak products and Harvesting and Divesting

IV. RESULTS AND ANALYSIS

4.1. SWOT analysis

Strength
Main strength of Gobi Cashmere and wool product, it is made out of 100% natural raw textile. 80 % of the Gobi Kashmir is considered patronage good ness Cashmere with 16.5 micrometer and 35-37 mm duration. Compared to Cashmere of other companies which supplies most of world’s cashmere, Gobi cashmere is slightly midst, however, longer. This is briny senior high caliber of Mongolic cashmere.

• No negative affect to human sound box, 100% natural
• Senior high quality and durable
• Good design and colorful, can change design according to client’s request • Relatively cheaper than similar products in the world market
• Wool, cashmere and knitted products have /GSP+/ preferential terms of tax in the EU.
• Gobi company’s equipment and technology to produce cashmere products reached world standard
• Can offer discounts to large orders • Have representative offices and sales agents abroad and through them doings promotional campaigns.
• Pays good attention on grooming.

Weakness
Gobi produces the commodities according to counterfeit of trade and this minimizes risks. In plebe way, unfavorable stand point of this control is become absent-minded Gobi equipment their trade to intermediaries for utterly cheap price. Mongolian funds are very up to snuff to wintry germaneto and assets command up wool read someone the riot act is durable and can easily be refreshed.

• Carpet and carpet products are not competitive in the world market in terms of color, quality. These products have many stitches.
• Knitted products do not enjoy preferential tax terms of EU.
• After-sales services are not good.
• Dependent on cashmere and wool yarns
• High production cost
• Does not put forward plan and goals
• Equipment and machineries of the carpet factories are lagging behind world standards
• Quality of raw materials is inconsistent.
• Lacks systematic information about target market
• Financially, it is difficult to conduct survey and analysis of the foreign markets
• Few sales channels
• Transportation cost of products that are transported across land is high and transit transport tax is high.

Opportunities
World over, consumers are abnegation actinic articles and adopt to blot ecologically authentic products. This is abundant befalling for not alone cashmere and woolen articles but as well for accomplished Mongolia. Use of “natural” products, abnormally cashmere articles tend to access in boiling and algid North America and Western European countries. Through conception of new sales channels in adopted markets, it is accessible to access sales. In apple market, consumers adopt cashmere affection and cloths over cashmere knitted products. Cashmere cottons are produced out of aphotic cashmere. About 60% of the cashmere able by Gobi is dark. Gobi JSC was awarded all-embracing accepted affidavit for its articles in 1996 and this shows that is it absolutely accessible to get acceptance in this area for Mongolian products. 

World demand for natural products is increasing.
• Markets of Western European and Scandinavian countries for wool, cashmere products can be expanded due to their climate, living standards etc.
• Can open new sales channels and expand existing sales channels.
• Interest to use cashmere products and cashmere cotton products are increasing in the world market.

Threats
Natural disasters could cause curtailment of raw abstracts and advance of assorted livestock beastly ache and can bind consign of articles originated from animals. Herdsman are growing herds of goats added due to accumulation and assets of cashmere. They pay added absorption to the weight of cashmere and these approaches access abnormally in the cashmere quality. Quality of raw materials is deteriorating every year.
• Herd composition is lost.
• Price hike of raw materials and supplies
• Customs tax and Transit transport tax of Russian federation is high
• Far from major carpet markets

4.2. PEST Analysis
Political environment: Politics of Mongolia takes place in a framework of a semi-presidential representative democratic republic, and of a multi-party system. Executive power is exercised by the government. Legislative power is vested in both the government and parliament. The United States values Mongolia’s contribution to stability in a volatile part of the world, as well as its positive example in promoting economic reform and democracy. Mongolia stands well across several governance indicators. The Economist political stability index suggests that Mongolia fares above average in the world. The cashmere industry has less threat to the political sector. As the industry is making the most out of it, the political noises are not getting into it.

Economic Environment: World cashmere market can be generally divided into raw cashmere and finished cashmere product segments. In the world market of raw cashmere, the main players are China supplying about 67% (10.000 tons) and Mongolia with about 21% (3.000 tons), and countries such as Iran, Afghanistan etc. supply about 12% of the annual output (SECO Sector Consulting). Size of micron and color of Chinese cashmere is far the best, which is one of the biggest strengths of Chinese industry; however the length of fiber in Mongolian cashmere is longer and considered to be most suitable for spinning.

Social environment: The majority of the population in Mongolia follows Tibetan Buddhism as their religion, and the majority of the state's citizens are of Mongol ethnicity, although Kazakhs, Tuvans, and other minorities also live in the country, especially in the west. As many of the people are related with the cashmere industry, so the social environment is in a good condition. The employees are interrelated and know each other. The gradual international involvement is also appreciable in making social contacts.

Gobi has completely changed the management board with all intelligent people and successfully turned around the whole company since 2008. Currently Gobi’s P/E ratio is 13%, and it’s the best time to invest. As a suggestion, don’t pay attention to the past performance, but pay attention to who takes over the company and pay attention to the management team. Gobi Corporation strives to do environmental friendly practices in our operations and will promote care for societies and environment as a whole.

Technological Environment: In Mongolia, it is obvious that scientific and technological activities need to be changed with other sectors in order develop them in front of other countries. Although Mongolia has a comparatively strong science and technology base, including human resources and institutions, its scientific capacity is largely centralized in the capital. In addition, as the economic transition progresses to a more advanced stage, such resources are in danger of being underutilized, dissipated or even lost.
4.3. Product Life cycle
We analyzed that Gobi’s sales income. The cashmere product is seasonally using product. Therefore, Gobi’s sales is decreasing from 5 to 9th month of each years. But look at the graph below.

In 2017, Gobi is introducing new collection and enter the Global market such as China and Russia. The sales revenue is constantly increasing. The Gobi’s new collection is locating on the Growth market stage and they need to be use competitive marketing strategies.

V. RECOMMENDATIONS AND CONCLUSIONS

5.1. Recommendations
Ecological balance is a worldwide pressing issue and there are approaches to decrease production and consumption of chemical products. This tendency contains great opportunities of the development for woolen and cashmere garments of Mongolia. It is necessary to open the door to utilize these opportunities. At that time wool and cashmere processing sector which will be an export face and Mongolia can be internationally recognized and can prosper and develop. But besides this issue, overgrazing of pastureland and desertification have been pressing and difficult issues for Mongolia. Particularly, herds of goats, source of the world-famous qualified cashmere are one of the main factors of desertification. Therefore, the state needs to pay special attention to how to increase the proper ratio of herd structure, numbers of livestock and yield. There have following complications in the export activities of the wool and cashmere processing industries.

1. Yield of livestock animal husbandry and quality of herd structure of Mongolia have been deteriorating. Micron of the world-famous cashmere of Mongolia has been widening and its length has been shorter, content of fleece has increased, and cashmere quality has been worsening.

2. Domestic wool and cashmere processing industries work on the raw material preparation mobilizing all the power every year, but they have been losing raw materials to Chinese procurers. To collect raw materials is really a difficult and complicated issue for domestic industries competing with Chinese procurers who take special concession and support from their Government.

3. It is more difficult to get familiar and expand the foreign market, and find clients and partners in the foreign market. Lack of financing, human resources of Mongolian small factories is the root cause of this.

4. Transportation issue is very problematic for producers. Cashmere products are light, unit price is more expensive and so the products are transported by air cargo. Size of woolen products is bigger, and these ones are comparatively cheaper and so it is possible to transport them overland and waterway. Therefore, transportation cost of woolen products is higher and in addition, customs tax and transit transportation cost of the Russian Federation are higher. Due to these reasons the opportunities to deliver products to the main markets of European Union and sell products in the market rate are very restricted.

From Government of Mongolia: It is impossible that just an organization or industry solves above mentioned complicated issues and all the counterparts of the market should cooperate to solve these problems and the government should implement definite policy on it. In order to solve all these complicated issues there are needs of support and assistance as follows:

1. There are needs to determine state policy on protecting of yield of livestock, herd structure under the state protection of Mongolia and conduct activities to achieve the definite effects. Particularly, it includes maintaining number of goats, tax and incentives, geographical issue, producing of new products and felt made heat-isolating materials.

2. To render assistance to create the procurement system of raw materials. To control the quality, improve and develop kinds of raw materials through price policy.

3. It is necessary to make negotiation to decrease customs tax of the Russian Federation and People’s Republic of China and transit transportation tax. In this way it is possible that our woolen and cashmere garments are valued in the market price in the market of Western Europe.

4. To improve domestic and foreign control of the industries, pay tax as less as possible in cooperation with foreign investors and partners, find activities to eliminate negative things including undervalue employees and raw material suppliers.
VI. CONCLUSION

Gobi has completely changed the management board with all intelligent people and successfully turned around the whole company since 2008. Currently Gobi’s P/E ratio is 13%, and it’s the best time to invest. As a suggestion, don’t pay attention to the past performance, but pay attention to who takes over the company and pay attention to the management team. Gobi, already a part of Mongolian culture, has always been synonymous with quality and elegance. Established in 1981 by the Mongolian government, we are the first Mongolian luxury knitwear brand to break into European, Japanese and the US market during the last century. Since then Gobi has been consistently earning more recognition in luxury knitwear and fashion industry than ever before. After almost 30 years as a government owned company Gobi started a fresh chapter in July 2007. Its government owned stocks were sold and started operating under private owners. A new campaign was set out, with a vision dedicated to introducing the brand on new grounds and to continue the tradition of innovation, authenticity and glamour. Our manufacturing methods based on latest technologies and our continuously inspiring quality and design give us an edge over the competition. Under the same campaign the Gobi Corporation will keep leading the way in luxury knitwear industry and inspire many competitors to improvement.

REFERENCES

An Analysis of Mongolian Telecommunication Sector Situation And It’s Consumer Perception

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Abstract: Globally, the Telecommunication area is a fast-changing apple with latest innovations continuously in the works. The Telecommunication Area in Mongolia is no different. It is active and continuously adapting to new technologies and to the accretion customer demands. Although the bazaar is saturated with account to accession of new consumers, the ambit lies in accretion the bazaar allotment by accretion the account provided to the consumers. At this stage, the bazaar baton is assertively by the akin of account superior and amalgamation offered to the consumers. This account superior is delivered to the consumers by the account providers who are able to do this with the technology and advice of Telecommunication vendors. This constitutes the all-encompassing archetypal of the Telecom aliment chain.

Index Terms—Market situation, Telecommunication.

I. INTRODUCTION

Mongolian Telecommunication is developing under 70 years. At the day concerning challenge formulation, Mongolia’s telecommunications infrastructure consisted mostly over a powerless yet out of date analog-based network timbered above with Soviet support a long time previously. A digital alternate of the capital, Ulaanbaatar, then a moon Earth station because of international connections had been set up among the promptly Nineteen Nineties beneath bilateral assistance, however have been only partially used due to the fact regarding inadequacies somewhere else among the network (Community, 2015). The Government, thru the Ministry regarding Infrastructure Development, used to be accountable for whole the design, implementation, management, or operations concerning the telecommunications network. The sector lacked someone legislative framework, inclusive of because of leading non-public area involvement. Services lousy than utter telephony, telegrams, yet telexes have been almost nonexistent; call completion prices had been low; network fulness born according to excessive degrees regarding shared services; and automated systems, such as worldwide then long reach direct dialing, have been impossible. Billing yet ministerial structures were manual then outmoded, and little mace had coaching in digital telecommunications systems. The bad telecommunications law was viewed by Government as a important disincentive to home yet foreign private funding within Mongolia, and for this reason so a obedience to the continuous transition beside a command in imitation of a market-based economy. Improvement regarding the telecommunications quarter was once deemed by using Government in imitation of lie a national priority. Permanency

1.1. Purpose
This paper aims to find Mongolian telecommunication sector’s current situation. This paper divided by 2 main chapter. First chapter presents current telecommunication sector situation and its competitors’ analysis. Second chapter presents that customers satisfaction of telecommunication sector.

1.2. Background of Mongolian Telecommunication sector
In Mongolian Telecommunication sector has 4 main competitors
1. Mobicom
2. Unitel
3. Skytel
4. G-Mobile
The Mobicom

MobiCom Telecom or IT was installed in 2001 via a team on government cell communications or software program engineers, aimed in conformity with satisfy the needs over community operators then infrastructure suppliers via capability of professional cellular community engineering functions or software program tools. MobiCom Telecom then IT provides services then products among
Telecommunication and IT sectors, more often than not of the Middle East or Turkey (Mobicom, 2016). MobiCom is a corporation imparting solutions, capabilities then products protecting a large spectrum regarding telecommunication needs. Some on these solutions then applications include Network Planning yet Optimization, RF Design yet Planning, Drive Test, Post Processing yet Reporting, Network Integration, Site Audit, Technical Site Survey, Site Acceptance, Field Maintenance or Deployment. MobiCom additionally affords high gray specialists and engineers in conformity with leaders of the sector because all fields over Telecommunication (Mobicom, 2016).

Apart from telecom services, MobiCom presents revolutionary yet environment friendly IT options after its customers as optimization, integration or administration tools (Mobicom, 2016). MobiCom’s customers consist of Telecom leaders such as Ericsson, Alcatel, Nokia Siemens Network, Turkcell, Vodafone, Qtel then Zain. MobiCom is devoted after reap its intention with moral practices then associative responsibilities by way of supplying whole products then capabilities along virtue to all customers namely by their needs yet expectations. It is a organization aiming in conformity with grant gainful employment, coaching or development according to every among discipline in accordance with make bigger productivity. MobiCom also ambitions after discovering recent ways, products then solutions to that amount can have a massive affect of class and economy.

Core Values Respect: Maintain or inspire excessive dimensions of honour among employees then clients.

Honesty: Demonstrate justice into moves or treatments to others.

Truthfulness: Uphold fidelity yet truthfulness among movements within the business enterprise and customers or hand over so promised.

Leadership: Strive after exhibit leading at an odd then company level.

Performance: Maintain excessive stage of overall performance among movements some is accountable for

Responsibility: Embrace responsibility in accordance with the company, clients, worship or society.

Quality: Ensure excessive characteristic regarding outcomes in conformity with whole tasks (Mobicom, 2016).

The Unitel
UNITEL Corporation LLC affords cellular telecommunications applications because mobile employment users within Mongolia. Its purposes encompass postpaid package, roaming, entertainment, or tune download. The enterprise additionally provides sordid services, inclusive of SMS, 6 course calling, caller ID blocking, missed call log, recharging other people’s accounts, transfer, or Web interest care; call forward, barring, hold, then waiting; COLP in imitation of enable the visitor in accordance with advise the cellphone range about the person of the ignoble cease between action the call buyer transferred the call; yet COLR to permit the visitant in accordance with hide their cellphone range into the lawsuit the name buyer transfers the call. It offers its applications thru licensed distributors. UNITEL was once fabricated within 2005 and is based among Ulaanbaatar, Mongolia. UNITEL Corporation LLC operates as much a subsidiary over MCS Holding LLC (University, 2015).

The Skytel
Is one over Mongolia’s conduct cellular smartphone operators up to expectation currently holds a bottom of the mobile market. With above 500,000 lively subscribers and 400 personnel concerning which 90% bear a bachelor's dimensions yet higher education. The company's community capabilities on an HSPA+ community into Ulaanbaatar yet [CDMA2000 1x] & [EVDO] community technology within the relaxation concerning the country (University, National Competitiveness Report, 2014). Skytel has forty-three branches then above 4000 retail retail outlets throughout Mongolia, or their community covers every other 250 counties worldwide.

Skytel Group was once created between 1999 and was once a peace calamity into private Mongol or Korean companies until December 2010 now it grew to be a a hundred percent national enterprise along even shareholders about Altai Holding and Shunkhlai Group. In 2011, Skytel has multiplied between a crew over groups via the whole acquirements on Sky C&C, a properly set up internet, IDD, SI work provider, namely well as most important shares over Telemax Communications, a cellular WiMax operator, and Tengis Movie Theatre, the first present day picture among Mongolia. The corporation also owns 50% about Skynetworks, an ethnic string visible infrastructure operator, yet a infant part over Sky Resort, a present day ski, golf motel into Ulaanbaatar (Skytel, 2016). The business enterprise affords a range concerning purposes inclusive of SkyMarket an e-market about cellular telephones according to its post-paid OPEN yet Nice subscribers, as like nicely as to its pre-paid d20, SkyPhone yet SkyCall subscribers. Its center are located within the center of Ulaanbaatar city, concerning Chinggis Khaan Avenue - 9.

The G-Mobile
Mission Statement To turn out to be the nearly trusted yet reliable cellular network operator. To become a community as values purchaser satisfaction, or offers employment in conformity with each citizen To attempt forward, contribute in imitation of society, yet develop Mongolia. G-Mobile Corporation, a country wide cell operator, was established
in April about 2006 by means of triumphing the gentle because “Delivery on Communication Services according to Isolated Soums and Settled Areas”. The soft was introduced with the aid of the Communication Regulatory Committee within the mold of the Mongolian Government. In a quick danger on time, G-Mobile managed in conformity with establish an records then conversation infrastructure protecting the great territory concerning Mongolia. G-Mobile effectively whole installation or launched its services of the twentieth concerning April, 2007 (G-Mobile).

G-Mobile is the first 100% domestically funded being in telecommunication industry. G-Mobile Corporation has been effectively turning in all kinds over telecommunication capabilities in accordance with its clients based totally concerning 3G, recognized as 3rd era concerning cellular verbal exchange CDMA2000 1x/EV-DO technology, or at its 5 yr anniversary about 2012, such has delivered the present day science on information and conversation industry, 3.99G, according to allow its customers in imitation of suffice arm between arm together with empirical advances round the world by means of the use of smartphones and drugs after get right of entry to after the net along high velocity regarding 42mbps.

At present, G-Mobile is effort-fully aiming in conformity with introduce its trendy 3.99G technology, which has been deployed in metropolis town about Ulaanbaatar, Zuun mod soum of Tuv aimag, and Hovd city on Hovd aimag, in imitation of sordid most important cities and rustic areas. To date, G-Mobile has included 285 soums yet settlements of 21 aimags and gives every kinds about telecommunication purposes based totally on 3G, a also recognised as 3rd technology CDMA2000 1xEV-DO, DC-HSPA+ 3.99G technology, in conformity with upstairs 500,000 its subscribers nationwide.

In yr about 2012, because our 5th 12 months annual celebration, we have added greater revolutionary yet enjoyable capabilities in conformity with our customers, which include:
- Postpaid job recognised so Perfection
- 3.99G situation concerning cellular internet
- DoReMi employment in accordance with set the preferred note because of coming calls
- Units mortgage service
- Units mortgage service
- Data bundle for pre-paid service
- HD Voice job or much mean treasured features for appropriateness in imitation of our customers

G-Mobile employs greater than 500 fantastically professional or skilled specialists, engineers and managers which make on to viii departments or 20 divisions or subdivisions. Service community consists over 14 branches within Ulaanbaatar city, 29 branches within rustic areas, and on 6000 licensed distributors.

II. METHODOLOGY

In customer survey segmentation is 18-35 ages group and total participations are 250. We collecting survey designed by questionnaire.

In total, 200 users were 18-35 years old. 57% of the respondents were pre-paid and 43% were customers.

Questionnaire design

Our questionnaire has main 9 questions and 2 demographic questions. We collected survey from Ulaanbaatar city.

III. RESULTS AND ANALYSIS

3.1. Reliability analysis

First analysis is about define reason for using phone number. Graph 3.1 presenting the result.

From the picture above, it can be seen that the message for users aged 18 to 20 years, the message for users aged 22-29, data and time-dependent discounts are needed for data and 30-35 year users.
Next question is emphasizing cell phone type.

**Graph 3.2 Type**

76.4% of respondents indicated that the use of touch-screen is high among young people using touchscreen phones. As a result, young people are interested in connecting to the Internet through their mobile phones.

Next graph presents that age and their cell phone type

**Graph 3.3 Age and Cell phone type**

The target cellular usage of the target market is as follows: Social media is the most widely used social media through mobile phones. Users are increasingly approaching the web, such as Facebook, twitter and youtube, suggesting that data usage is increasing. For example, the number of Facebook users is 17021 per month, or 8%.

**Graph 3.4 Market share**

The market share of telecommunication has presented above graph. 41 percent of customers using Mobicom, 36 percent is of customers using Unitel LLC. However, Mobicom and Unitel corporation is main player of Mongolian telecommunication sector.

**Graph 3.5 Genuineness**

Graph 3.5 presents the genuineness of operating companies customers. Mobicom and Unitel has many genuineness and Skytel and G-Mobile is less. Next table is presenting customer satisfaction. We measured 8 types of satisfactory categories designed by likert scale 1 unsatisfied to 5 satisfied.

<table>
<thead>
<tr>
<th>Customer satisfaction</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service staff</td>
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<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Price staff</td>
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<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Product type</td>
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<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
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</tr>
<tr>
<td>Environment</td>
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<td>0.0</td>
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<tr>
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<td>0.0</td>
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<td>0.0</td>
</tr>
<tr>
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<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Percentage</td>
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<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total score</td>
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<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

**Table 4.1 Customer Satisfaction**

IARF International Conference Brisbane 20 ISBN: 9788192958060
IV. RECOMMENDATIONS AND CONCLUSIONS

In total, 250 respondents of 18-35 years old were involved in this survey. The survey was conducted by 200, by interview method by 30, by focus group method by 2 groups of 8 and 12 composers. The majority of respondents aged 18-22 years, 60.2% are up to 700000 and 70100-300000 respectively, and 52.8% from 23 to 27 years old are from 301000-501000 and 61.5% are from 601000 and over average monthly income for customers increased. 57% of all survey participants were prepaid and 43% were subscribers of the next payment. Average monthly consumption of youth is 33833 ₮ for prepaid users and 19373 ₮ for total pre-paid customers is 26447 ₮. The number of users in the post-paid year-on-year increase is 71207, or 19.6%, which is likely to increase in subsequent users. In 2009, one out of 8 people used one after the number, but in 2013, one in five used the number after payment. Users have a tendency to understand and use the post-pay number as a prince, their own expression. This was the most noticeable for users aged 18-27 years. Easy payment payment for the paid serial usage is the simplest and simplest way to get detailed information about the payment method (Focus Group and Interview Technique, where there is no time to find a Mobicom center or branch). results are shown. 72.2% of all surveyed customers are required to get detailed information and 3 out of 4 people need to pay for easy payment of payment. The general trend of youth is a way of life to be proud of as a customer of the pay group afterwards. Thus, brand image, reputation, and people are very important to the portfolio. Consumers look at colors, words, and advertisement elements that are color-white, black, yellow, and red. For a word that expresses the package, users are boundless, and only the word, like your usage and choice.

REFERENCES

An analysis of APU Joint Stock Company’s Brand Value

Da Yeh University, International Business Management and Business Administration Department

Abstract: In Mongolia has been developing many type of products such cashmere, leather, milk product, all kind of meat product, alcoholic drink, soda drink and many other type of mining resourcing products. Hereof one of the interesting product has been entering globally market it is soda drink. In Mongolia has 4 main competitors of producing soda drink from APU JSC, MCS-Coca-Cola LLC, Vitafit LLC and Altan Joloo Impex and many other follower’s companies has been producing. This research paper focusing on measuring brand image and defining its customer satisfaction.

Index Terms—Branding, Brand Image, Brand Image Measurement.

I. INTRODUCTION

Mongolia is one of the fresh and unknown market in the world. It means financial, marketing, operational and industrial sectors are rapidly developing in last decades. But we got a problem on each sector. There was we didn’t have experience of global market. It is reasons why is 2 decades before Mongolia is member of Soviet Union country. We didn’t have knowledge of global market, marketing rules, bargain, financial market we don’t need that. Because only government can manage all of this. Then after revolution of democracy Mongolia was in row of free society countries. However now Mongolia is rapidly growing in mining and agricultural sector such as rapidly growth on cashmere’s product. In the local cashmere market, there have a lot of competitor in there. But only one brand can be entering global market. Why others cant do that. It is they can’t correct brand image and maybe they didn’t focus on improving brand image. Our research more focus and detecting of what is most important of Mongolian beverage sectors brand image factors and what should we do for improving their brand images.

1.1. Introduction of Mongolian Beverage sector

Niche technical helps stability imports then exports the u.s. is reliant concerning imported building substances. Shoppers select in imitation of buy domestically committed merchandise New department stores yet stores target residents near theirs homes While Mongolia may also appear an unlikely vicinity for export-focused manufacturing. It is turning into much less so. The united states of america is remote, that has a small job mere yet such cannot keep described as inexpensive. The local demand is little yet that has tiny within the course over an industrial tradition. However, the political economy regarding manufacturing labor for a as an alternative broad range regarding goods. The yellow beverage area has end up deep competitors over stage. There have 4 almost aggressive then just profitable companies certain “APU”, “MCS: CocaCola yet SBB”, “Vitafit” or “Monfresh”. Manufacturing has historically confronted a variety over challenges in Mongolia. The u.s.a. has a tiny population, plenty on such is pretty poor, specifically in contrast after its southern neighbor, China. Mongolia has now not yet had the strip yet the imperative mass after approve investment among sizeable manufactured facilities. A changing closer to mass-producing exportable products would therefore bear in accordance with deal along the country’s geographical isolation yet supporter poverty on transportation. During the Soviet generation a sizeable manufactured degenerated had been formed up. Factories within Mongolia instituted shoes, blankets, clothing, matches, carpets, demand bill or a spread on vile products. By the Democratic Revolution, manufactured made upon one-third about the economy. The stop concerning Soviet support, alongside the last on the world Multi-Fiber Agreement between 2005, entire within the connection over a developing minerals sector, has left industry a exceptionally tiny part of the universal economy. Manufacturing in modern times debts for about 7% of GDP. For a number of years, baby used to be done according to useful resource the recovery concerning industry. For investors, the political economy have been not compelling devoted the country’s slow recovery. Legacy gear was once fast utilized because of production, or tries after edit factories more competitive have been undertaken among an wrong or hap manner.
1.2. Company Situation

APU agency is an open, joint-stock business enterprise registered at the Mongol Stock Exchange. The company is certain concerning the TOP-20 groups at the inventory exchange. The administration concerning the employer contains on 9 individuals such as the Board on Directors then Executive Management Team, headed by the Chief Executive Officer. The Board of Directors represents the living body regarding the Company, the Shareholders’ Meeting, or provides mistake about the Executive Management while reporting in conformity with the Shareholders’ Meeting. APU company, is challenge in imitation of Company Law of Mongolia then ignoble applicable legislations namely properly namely Corporate Governance Codes (revised version primordial May 2014) then is assignment according to confirm the consent thereunder. Established between 1924, three years then Mongolia’s communist revolution, APU – as comes beyond the fame Arkhi Pivo Undaa, meaning “vodka, beer, drinks” – is the country’s greatest quencher creator then its forward countrywide brand. APU is the country’s advance state brand. The organisation was once in part privatized among 1992, along 51% of its shares being retained by the government yet 49% sold via the Mongol Stock Exchange. In 2001 the residual state-owned shares had been bought via populace auction, and the rigid was a hundred percent privatized. APU joint-Stock Company (APU JSC) currently has a section regarding round 52% regarding the yellow beer need (down from 55% among 2012) then a 64% quantity about the vodka demand (up out of 58% into 2012). APU also produces juice, milk, dairy product, lotos yet smooth drinks, although its quantity these demand is high 35% quantity regarding theirs market. The company has some regarding the most substantial dol stable networks in the country: its products are offered at upstairs 6000 places around Mongolia, and that employs greater than 800 people. APU JSC is one over the not much yellow drinks producers with a certificates about characteristic ISO 9001:2001. It has also greater its administration systems by means of adopting ISO 22000, then taken its operations more environmentally friendly with the aid of adopting ISO 14001. A hold company, Capital Group LLC, was once installed between 2006 in accordance with square APU’s project, supply executive aid yet develop APU’s strategy. It owns 83% over APU JSC. Moreover, APU Trading LLC, who has round 200 employees, has been accountable for APU’s advertising due to the fact that 2003. APU had MNT 216bn ($1bn) among belongings as of the second step concerning 2016. The agency has been quite successful among the vodka, beer then dairy merchandise want into current years.

The name description as:
A – Absolute; Fiduciary duties and responsibilities (Leader in human and social development, educating the market and our partners in our mission, financial stability, transparency and sustainable performance, the most wanted employer in Mongolia)
P – Pure; Products, culture and beliefs (Mongolians global brand ambassador, open to the world, creating partnerships with world-class businesses)
U – Unique; Ethical conduct and respect for our environment (Continuous manufacturing improvement through clean technologies, the highest standards in corporate transparency and product safety, unique expertise in community participation)

Soft drink brands
The global soft beverages need is increasing with the aid of 4.7% by yr or anticipated according to reach 706,9 billion liters by means of 2018. Although, 34.7 of the soft beverages demand is made about carbonated drinks, the largest growth is occurring in the income of bottled water, sports activities then purposeful drink then strength drinks. The ruin of smooth beverages extensively changes within affinity to the seasonal changes among Mongolia, a u . s . including extreme local weather pendulum. APU business enterprise elements 17 one-of-a-kind products into the smooth beverage demand including Terelj, Selenge, Orgiluun, Frutta yet APU Pure Water.

Terelj or Selenge manufacturers are well recognized to the customers because its rejuvenating then stimulating effects. The beverage are unique because theirs imposition about all-natural substances or natural artesian water. The substances consist of daft thyme, eglantine then rhodian roots.

The Orgiluun
Is a humor wealthy manufacturer so it contains compounds certain as calcium ions, sulfate ions, potassium ions, or magnesium ions so much provide daily wants on minerals. Made beside natural coherent water, it sparkling receive so has a profound thirst quenching effect.

TERELJ
“Terelj” carbonated absorb is superior after the purposes about digestive law then the kidneys. Produced for the reason that 1981, Terelj is regarded as “Mongolian Coke” among our reliable customers. durability

SELENGE

With natural ingredients such as rosehip, thyme, sweet grass or die needles, Selenge also provides health benefits including enhancement regarding respiratory system and gore circulation. This herbal absorb with no chemical components used to be preceding added of 1981.

II. LITERATURES

2.1. BRAND EQUITY

One of the most valuable intangible assets of firm is its brands, and it its incumbent on marketing to properly manage their value. Building a strong brand is both an art and a science. It requires careful planning, a deep long-term commitment, and creatively designed and executed marketing. A strong brand commands intense consumer loyalty – at its heart is a great product or service.

The American Marketing Association defines a BRAND as:

A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

Marketers of successful 21st century brands must excel at the strategic brand management process. Strategic brand management involves the design and implementation of marketing activities and programs to build, measure, and manage brands to maximize their value. The strategic brand management process involves four main steps:

1. Identifying and establishing brand positioning
2. Planning and implementing brand marketing
3. Measuring and interpreting brand performance
4. Growing and sustaining brand value deals with brand positioning

Branding is Endowing products and services with the power of a brand.

Branding is all about creating differences. To brand a product, it is necessary to teach consumers “who” the product is – by giving it a name and using other brand elements to help identify it- as well as “what” the product does and “why” consumers should care. Branding involves creating mental structures and helping consumers organize their knowledge about products and services in a way that clarifies their decision making and, in the process, provides value to the firm.

**Marketing advantages of Strong Brands**

- Improved perceptions of product performance
- Greater loyalty
- Less vulnerability to competitive marketing actions
- Larger margins
- More inelastic consumer response to price decreases
- More elastic consumer response to price decreases
- Greater trade cooperation and support
- Increased marketing communications effectiveness
- Possible licensing opportunities
- Improved employee recruiting and retention
- Greater financial market returns

**Choosing brand elements**

There are six criteria in choosing brand elements. The first three (memorable, meaningful, and likeable) can be characterized as “brand building” in terms of how brand equity contained in a brand element can be leveraged and preserved in the face of different opportunities and constraints

1. Memorable – how easily is the brand element recalled? How easily recognized? Is this true at both purchase and consumption? Short brand names can help. Brand names that are multisyllabic and hard to pronounce may require more time to learn and heavier promotion before they become part of the consumer’s lexicon. Moreover, the brand name should also look distinctive to be memorable in Asia. Several Asian languages are not alphabet-based. They use calligraphy

2. Meaningful – To what extent is the brand element credible and suggestive of the corresponding category? Does it suggest something about a product ingredient or the type of person who might use the brand? Some marketers believe that an Asian name is a liability when used in certain product categories as it or suggestive of poor quality or low class.

3. Likeable – How aesthetically appealing do consumers find the brand elements? Is it inherently likeable visually, verbally, and in other ways? Concrete brand names such as Sunkist, Bluebird, and Head & Shoulders evoke much imagery.

4. Transferable – Can the brand element be used to introduce new products in the same or different categories? To what extent does the brand element add to brand equity across geographic boundaries and market segments? Often companies enter one Asian market after another. Such companies are likely to choose a name suited for one market but not for the next.
5. **Adaptable** – how adaptable and updatable is the brand element? As many Asian brands modernize, their elements need to be adaptable and yet retain the traditional values of the brand.

6. **Protectable** – how legally protectable is the brand element? How competitively protectable? Can it be easily copied? It is important that names that become synonymous with product categories – such as Kleenex, Scotch Tape and Xerox – retain their trademark rights and not become generic. It is not uncommon for multinationals entering new Asian markets to discover that their brand name has already been registered in that country.

**Brand Strategy Decision**
A company has five choices when it comes to brand strategy. The company can introduce line extensions (existing brand name extended to new sizes or flavors in the existing product category), brand extensions (brand names extended to new-product categories), multibrands (new brand names introduced in the same product category), new brands (new brand name for a new category product), and co-brands (brands bearing two or more well-known brand names).

**III. METHODOLOGY**
This research designed by core marketing concepts.

**Sample and procedure:**
The consumers survey was collected on October 21-November 4th. The total respondent is 361 consumers. Respondent quantity: Mongolian total population is 3 million 052 thousand 056. In APU’s target market is 20-65 aging group is it 70 percent of all population its 2 million 136 thousand 439. In the Marketing management theory 1 person can be represent 250 peoples group. I divided 2.136.439/250=8545. Representing respondents is 8545 but those consumers 3.002% can be representing market. It is 361 peoples. Were collected within 2 weeks.

**Type and source data**
The primarily data in this research gathered from questionnaires survey and data questionnaires taken from Mongolian customers which taken from hard copied papers.

**Data analysis and techniques**
In SPSS there are factor analysis of customer survey and Multiple variable analysis and other tests.

**Hypothesis:**

H.1 There is a significant relationship between favorability of brand image and customer satisfaction.

H.2 There is a significant relationship between strength of brand image and equal price.

H.3 There is a significant relationship between uniqueness of brand image and product quality.

**IV. RESULTS AND ANALYSIS**
This chapter takes 3 parts. First part presents that questions reliabilities and t-test, second its multivariate analysis of hypotheses groups, third its frequency descriptive analysis.

**4.1. Reliability analysis**
This survey designed by Likert scale unsatisfied 1 to very satisfied 5. Total 20 questions and 3 demographic questions.

Table 1. Reliability result

<table>
<thead>
<tr>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Cronbach's Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much do you care about your choice between different brands (Beer)</td>
<td>.835</td>
</tr>
<tr>
<td>What is your believable brand</td>
<td>.835</td>
</tr>
<tr>
<td>Did you taste and feel same in other competitor brands (Selenge)</td>
<td>.833</td>
</tr>
<tr>
<td>Did you taste and feel same in other competitor brands (Terelj)</td>
<td>.832</td>
</tr>
<tr>
<td>Did you taste and feel same in other competitor brands (Orgiluun)</td>
<td>.834</td>
</tr>
<tr>
<td>Brand Dignity</td>
<td>.827</td>
</tr>
<tr>
<td>I can find it easy</td>
<td>.826</td>
</tr>
<tr>
<td>Product package is easy to use</td>
<td>.831</td>
</tr>
<tr>
<td>I am very satisfy its price</td>
<td>.827</td>
</tr>
<tr>
<td>I purchase it everywhere</td>
<td>.828</td>
</tr>
<tr>
<td>Product price is stable</td>
<td>.831</td>
</tr>
<tr>
<td>Product price is constant after launching</td>
<td>.831</td>
</tr>
<tr>
<td>Purchasing discount</td>
<td>.825</td>
</tr>
<tr>
<td>Brand quality</td>
<td>.824</td>
</tr>
<tr>
<td>Package is durable</td>
<td>.824</td>
</tr>
<tr>
<td>The product is easy to use</td>
<td>.822</td>
</tr>
<tr>
<td>Attractive package</td>
<td>.827</td>
</tr>
<tr>
<td>No allergy infection</td>
<td>.824</td>
</tr>
<tr>
<td>The package is recyclable</td>
<td>.824</td>
</tr>
<tr>
<td>Product is reliability</td>
<td>.822</td>
</tr>
</tbody>
</table>

The first analysis is about cronbach’s alpha measurement. All questions are above 0.800 it means excellent reliabilities each other.
An analysis of APU Joint Stock Company’s Brand Value

The multivariate analysis we measured between 3 hypotheses groups and age. We highlighted high value. Customer satisfactions satisfied customers who age between 27-32, Equal prices satisfied customers who age between 33-37 and Product quality’s satisfied customers who age between 38-45.

4.3. Descriptive analysis
The descriptive analysis focused to find brand Loyalty and Esteem.
First question is about loyalty

**How much do you care about your choice between different brands (Beer)**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Don't care</td>
<td>99</td>
</tr>
<tr>
<td>Somewhat care</td>
<td>136</td>
</tr>
<tr>
<td>Care</td>
<td>126</td>
</tr>
<tr>
<td>Total</td>
<td>361</td>
</tr>
</tbody>
</table>

Respondents who choose somewhat care is 37.6 percent of top results.

**What is your believable brand**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selenge</td>
<td>83</td>
</tr>
<tr>
<td>Terelj</td>
<td>246</td>
</tr>
<tr>
<td>Orgilim</td>
<td>32</td>
</tr>
<tr>
<td>Total</td>
<td>361</td>
</tr>
</tbody>
</table>

Esteem result presents above table. The Terelj brand is most believable brand of APU’s products.
Next question is about Differentiation

**Did you taste and feel same in other competitor brands (Selenge)**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>180</td>
</tr>
<tr>
<td>No</td>
<td>181</td>
</tr>
<tr>
<td>Total</td>
<td>361</td>
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</table>

The Selenge brand differentiator is closely of yes or no.

---

**One-Sample Statistics**

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<thead>
<tr>
<th></th>
<th>N</th>
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<th>Std. Deviation</th>
<th>Std. Error Mean</th>
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<td>Customer Satisfaction</td>
<td>361</td>
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<td>0.5043</td>
<td>0.0325</td>
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<td>361</td>
<td>2.2902</td>
<td>0.7710</td>
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<tr>
<td>Product Quality</td>
<td>361</td>
<td>3.1136</td>
<td>0.5636</td>
<td>0.0381</td>
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</table>

**One-Sample Test**

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<th>t</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
<th>Mean Difference</th>
<th>95% Confidence Interval of the Difference</th>
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</thead>
<tbody>
<tr>
<td>Customer Satisfaction</td>
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<td>360</td>
<td>0.000</td>
<td>3.0897</td>
<td>-3.1333 - 9.2800</td>
</tr>
<tr>
<td>Equal Price</td>
<td>19.294</td>
<td>360</td>
<td>0.000</td>
<td>3.0411</td>
<td>-3.6588 - 9.7409</td>
</tr>
<tr>
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<td>360</td>
<td>0.000</td>
<td>3.0677</td>
<td>-3.6588 - 9.8039</td>
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</tbody>
</table>

Next analysis is t-test. The 3 main hypotheses are very significant each other.

4.2. Multivariate analysis

<table>
<thead>
<tr>
<th>Choose your age group</th>
<th>Mean</th>
<th>N</th>
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<tbody>
<tr>
<td>15-21</td>
<td>2.9937</td>
<td>79</td>
</tr>
<tr>
<td>22-26</td>
<td>2.9106</td>
<td>75</td>
</tr>
<tr>
<td>27-32</td>
<td>3.0897</td>
<td>48</td>
</tr>
<tr>
<td>33-37</td>
<td>3.0531</td>
<td>69</td>
</tr>
<tr>
<td>38-45</td>
<td>3.0216</td>
<td>31</td>
</tr>
<tr>
<td>46-51</td>
<td>3.0441</td>
<td>23</td>
</tr>
<tr>
<td>51 up to</td>
<td>3.0677</td>
<td>36</td>
</tr>
<tr>
<td>Total</td>
<td>3.0135</td>
<td>361</td>
</tr>
</tbody>
</table>

Customer Satisfaction

<table>
<thead>
<tr>
<th>Equal Price</th>
<th>Mean</th>
<th>N</th>
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</thead>
<tbody>
<tr>
<td>15-21</td>
<td>3.4186</td>
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<tr>
<td>22-26</td>
<td>3.2266</td>
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<tr>
<td>27-32</td>
<td>2.9912</td>
<td>48</td>
</tr>
<tr>
<td>33-37</td>
<td>3.4540</td>
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</tr>
<tr>
<td>38-45</td>
<td>3.3011</td>
<td>31</td>
</tr>
<tr>
<td>46-51</td>
<td>3.1241</td>
<td>23</td>
</tr>
<tr>
<td>51 up to</td>
<td>3.3123</td>
<td>36</td>
</tr>
<tr>
<td>Total</td>
<td>3.2892</td>
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</tbody>
</table>

Product Quality

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>180</td>
</tr>
<tr>
<td>No</td>
<td>181</td>
</tr>
<tr>
<td>Total</td>
<td>361</td>
</tr>
</tbody>
</table>

The Selenge brand differentiator is closely of yes or no.
An analysis of APU Joint Stock Company’s Brand Value

V. CONCLUSIONS

The consumers survey was collected on October 21-November 4th. The total respondent is 361 consumers. Respondent quantity: Mongolian total population is 3 million 052 thousand 056. In APU’s target market is 20-65 aging group is it 70 percent of all population its 2 million 136 thousand 439. In the Marketing management theory 1 person can be represent 250 peoples group. I divided 2,136,439/250=8545. The multivariate analysis we measured between 3 hypotheses groups and age. We highlighted high value. Customer satisfactions satisfied customers who age between 27-32, Equal prices satisfied customers who age between 33-37 and Product quality’s satisfied customers who age between 38-45. Respondents who choose somewhat care is 37.6 percent of top results. Esteem result presents above table. The Terelj brand is most believable brand of APU’s products. The Selenge brands differentiator is closely of yes or no. The Terelj’s brand differentiation is an amazing result. Customers 92.8 percent is not feeling and tasting other competitors brands.


did you taste and feel same in other competitor brands (Terelj)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>26</td>
</tr>
<tr>
<td>No</td>
<td>335</td>
</tr>
<tr>
<td>Total</td>
<td>361</td>
</tr>
</tbody>
</table>

The Terelj’s brand differentiation is an amazing result. Customers 92.8 percent is not feeling and tasting other competitors brands.

Did you taste and feel same in other competitor brands (Orgiluun)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>185</td>
</tr>
<tr>
<td>No</td>
<td>176</td>
</tr>
<tr>
<td>Total</td>
<td>361</td>
</tr>
</tbody>
</table>

Orgiluun’s differentiation result are poor.

Demographic questions results Choose your age group

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-21</td>
<td>79</td>
</tr>
<tr>
<td>22-26</td>
<td>75</td>
</tr>
<tr>
<td>27-32</td>
<td>48</td>
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<tr>
<td>33-37</td>
<td>69</td>
</tr>
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<td>38-45</td>
<td>31</td>
</tr>
<tr>
<td>46-51</td>
<td>23</td>
</tr>
<tr>
<td>51 up to</td>
<td>36</td>
</tr>
<tr>
<td>Total</td>
<td>361</td>
</tr>
</tbody>
</table>

Choose your gender Occupation

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Male</td>
<td>129</td>
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<tr>
<td>Female</td>
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<tr>
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</table>

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public sector</td>
<td>18</td>
</tr>
<tr>
<td>Private sector</td>
<td>23</td>
</tr>
<tr>
<td>Mining organization</td>
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</tr>
<tr>
<td>Student</td>
<td>154</td>
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<tr>
<td>Unemployment</td>
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<tr>
<td>Pension</td>
<td>36</td>
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<td>Herder</td>
<td>24</td>
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<tr>
<td>Total</td>
<td>361</td>
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</tbody>
</table>

REFERENCES

An analysis of APU Joint Stock Company's Brand Value


A Study of Stock Market Investors’ Perception towards Price and Term of the Investment

Dr. Shalu Kotwani
Assistant Professor, Choithram College of professional Studies

Abstract: During last one decade investment pattern of investors has changes. Now the investors consider many factors like primary and secondary sources of information, risk and return of the investment, sectors’ volatility and so on, before investing, but still the most important and common basic factor that is considered by the investors is price and term of the investment. Based on the current price of the security, the investor decides for how much time he is going to hold that security. This research focuses on what investors of stock market think about price and term of the investment and how this factor affects their investment decision. To extend the same, this research reviews the previous studies on the investors’ perception and stock market concepts. Z-test was used on 160 stock market investors of Indore, Ujjain, Dewas and Bhopal.

Keywords: Investment Pattern, Stock Market, Price and Term of the Investment.

I. INTRODUCTION

Moffatt (2014) defines market as an environment that allows buyers and sellers to trade or exchange goods, services and information. According to Machiraju (2009), stock market is the secondary market where those securities are traded which are already issued in the primary market. These markets facilitate shareholders to sell their holdings readily, thereby ensuring liquidity. For these investors, fluctuating prices are transformed into gains or losses as change of ownership of stock takes place.

Investors are the fundamental stone of any market. Because of them market exist, as they are responsible for the flow of money in the market. An investor is a person or an entity that purchases assets with the objective of receiving a financial return. He can also be defined as an individual who commits money to investment products with the expectation of financial return. Normally, the primary anxiety of an investor is to minimize risk while maximizing return, as contrasting to a speculator, who is willing to accept a higher level of risk in the hopes of collecting higher than average profits.

An investor invests in the stock market to get return on their investment. Generally, the investors’ basis of investment is good market price. If the present market price of their potential investment is good, they will invest more and vice-versa. The holding term can be defined as the intervening time between the initial date of purchase and the date on which the security was sold. It can be short term holding means holding for one year only or long term holding means holding for more than one year.

II. REVIEW OF LITERATURE

In order to study the impact of price and term on the investment decision of the investors, a review of literature was done to develop the concept and understand what had been done earlier. Shaik, Murty, Krishna and Gopi Kiran (2012) concluded that nearly all of our Indian investors’ psychological tendencies are identical. Now a days, many tools and sources exist for analysis of equity stocks. Therefore, the investors should make up their mind-set before taking investment decisions. Retail equity investors should realize that while making their investment, they should develop a clear investment purpose with long term investment outlook and orientation which should be based on fundamental analysis of various equity scrips,. Then only they will enjoy the fruits of their investments and assure their mottos.

As per Sun (2003), when investors today read the business section of the paper, or obtain online quotations of their favorite stocks, one of the statistics which usually goes unnoticed is volume data. After seeing the price of a security, which is usually of primary interest, an investor may look next at data such as yield, price-to-earnings ratio, market capitalization, or ex-dividend date, before even considering the volume statistic. Despite being ignored by many investors, trading volume does have a relationship to price data, returns, and other aspects of portfolio theory. Merikas et al, (2003) found that individuals base their stock purchase decisions on; fluctuation in the price index, recent price movement in a firms stock and current economic indicators. Many investors will benefit from the relative stability that long term investing offers. New investors should definitely focus on long term prospects rather than watching every little fluctuation in the market. This is not to say that you should buy a stock and hold it for twenty years.
no matter what. If something substantially changes with the company or the market as a whole, then you should adjust accordingly. However, trades should be made with your overall market strategy in mind, not just the day to day ebb and flow of the market. As per Attie and Roache (2009), Long-term investors face a common problem that is how to maintain the purchasing power of their assets over time and achieve a level of real returns consistent with their investment objectives. They found that dynamics of a response to unexpected inflation indicate a shifting pattern of asset class returns. Over a 12–18 month period following an inflation shock, the best and worst performing asset classes—commodities and bonds, respectively—correspond closely to those found in the short-run model. Morck, Shleifer and Vishny (1990) found only a minor role for share prices beyond their ability to predict fundamental determinants of investment. In contrast, Doan, Litterman and Sims (1983) showed that once allowance is made for other determinants of investment, share prices still play a prominent role in explaining investment. One strand of the literature argues that the share market is a passive predictor of future activity and that managers do not rely on share-price movements to make investment decisions. For example, Bosworth (1975) argued that it is inconceivable that management who are concerned with the long-run market value of the firm would ‘scrap investment plans in response to the highly volatile short run changes in stock prices’. On the other hand, there is a strand of literature which suggests that share prices provide key price signals to managers regarding corporate investment decisions (Fischer and Merton (1984)). Beaver (1968) asserted that the volume corresponding to a price change due to new information indicates how much investors differ in the interpretation of the new data. As one can imagine, the validity of many of these inferences rely on the relationships between price and volume.

III. RATIONALE OF THE STUDY

Stock market never remains constant. Many fluctuations, ups and downs are going on. Change in norms, broking activities, government interventions make the investors trade from their home. Now the investors don’t have to go to the floor trading. The investor still refer the price of the security first before investing, as this changes the mindset and holding term of the investor.

OBJECTIVES OF THE STUDY

1. To analyze the investment patterns of the Stock Market investors.
2. To know the impact of the price and term of the investment on the investors’ decision.

HYPOTHESIS OF THE STUDY

H01: There is no difference in the perception of the Male and Female investors of Stock Market.
H02: There is no difference in the perception of the Salaried and Businessman investors of Stock Market.
H03: There is no difference in the perception of the Male Salaried and Female Salaried investors of Stock Market.
H04: There is no difference in the perception of the Male Businessman and Female Businessman investors of Stock Market.
H05: There is no difference in the perception of the Male Salaried and Male Businessman investors of Stock Market.
H06: There is no difference in the perception of the Female Salaried and Female Businessman investors of Stock Market.

RESEARCH METHODOLOGY

The present research is based on exploratory study. The study is an attempt to understand the investing behavior of investors as per different age classes; and whether the males and females perceived differently while investing in Stock Market. The study is carried out in Indore, Ujjain, Dewas and Bhopal taking them as representative cities of Madhya Pradesh.

Various primary and secondary sources of data collection are used to collect the data. Secondary sources like books and websites related to stock market are referred. For primary data, first, the sample questionnaire was prepared. The initial part of the questionnaire was concentrated on demographic variables such as Name, Gender, Age and Occupation. The second part of the questionnaire contained 40 statements to be answered on 5 point Likert scale. Second, this questionnaire was got filled from 160 respondents who were investors of Stock Market. Finally z-test was applied to test the hypothesis.

RESEARCH DESIGN

The respondents of the study are classified into following manner:

Stock market

<table>
<thead>
<tr>
<th>SALARIED (80)</th>
<th>BUSINESSMAN (80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>M</td>
<td>8</td>
</tr>
<tr>
<td>F</td>
<td>4</td>
</tr>
</tbody>
</table>

RESULTS OF z-TEST

H01: There is no difference in the perception of the Male and Female investors of Stock Market.
All Male Stock Market Investors: EF
The null hypothesis is rejected \( z = -3.2, p = 0 \)

The Male and the Female investors of Stock Market differ significantly in their perception of the factor Price and Term of the Investment affecting the investment in the Stock market. The Female investors perceive the factor Price and Term of the Investment as more significant criteria for investment in the Stock Market than the Male investors of Stock Market.

**H02:** There is no difference in the perception of the Salaried and Businessman investors of Stock Market.

All Salaried Stock Market Investors: E

All Businessman Stock Market Investors: F

\( H (\bar{x}=9.1) \)

The null hypothesis is accepted \( z = -1.43; p = 0.15 \)

**H03:** There is no difference in the perception of the Male Salaried and Female Salaried investors of Stock Market.

All Male Salaried Stock Market Investors: E

All Female Salaried Stock Market Investors: G

\( E (\bar{x}=7.9) \)

The null hypothesis is rejected \( z = -2.27, p = 0.02 \).

The Male Salaried and the Female Salaried investors of Stock Market differ significantly in their perception of the factor Price and Term of the Investment affecting the investment in the Stock market. The Female Salaried investors perceive the factor Price and Term of the Investment as more significant criteria for investment in the Stock Market than the Male Salaried investors of Stock Market.

**H04:** There is no difference in the perception of the Male Businessman and Female Businessman investors of Stock Market.

All Male Businessman Stock Market Investors: F

All Female Businessman Stock Market Investors: H

\( H (\bar{x}=9.1) \)

The null hypothesis is accepted \( z = -1.30; p = 0.19 \).

**III. CONCLUSION**

The study brings out the certain characteristics of the investors of the Madhya Pradesh region. According to this, the gender and the occupation affect the perception of the investors towards the price and term of the investment. Female investors perceive price and term of the investment as more significant than the Male investors. However, there is no significant difference in the perception of the Salaried and Businessman investors. The Female Salaried investors perceive price and term of the investment as more significant than the Male Salaried investors. The Female Businessman investors perceive price and term of the investment as more significant than the Male Businessman investors of Stock Market. Whereas, the male salaried and
the male businessman investors perceive same towards price and term of the investment. The perception of the female salaried and female businessman investors of the stock market towards price and term of the investment is also same.

LIMITATIONS OF THE STUDY

The present research paper was aimed to achieve the defined objectives in full earnest and accuracy, although there were certain limitations:

- The data has been taken from the primary sources i.e. questionnaire, so the findings are true to the extent of authentication of the data.
- The data is based on the responses of the investors that may be biased because of their mood.
- The study was conducted targeting the investors of Madhya Pradesh region only.
- As many of the investors are online investors, the study does not represent the view points of the offline traders.

REFERENCES


Marketing Strategy of LSP Badak LNG to Become Center of Excellence

[1][2] School of Business Management, Institut Teknologi Bandung

Abstract: - Based on the latest benchmark by Phillips Townsend Associates Inc. 18 LNG companies representing more than 80% of the worldwide LNG production, Badak LNG got rank 1 for the main aspects in producing LNG, however on the other side, Badak LNG is declining in producing LNG due to feed gas shortage. LSP Badak LNG, Professional Certification Institution, is one of the way outs to make Badak LNG still exists, regrows, and sustain. Since 2016, LSP Badak LNG has been certifying but only for internal. For the external, it is not progressing. Analyses of Business Situation using VRIO, Dynamic Capabilities, PESTLE, SWOTBSC, and Cause Effect were performed to know internal and external factors. Marketing strategy was suspected as the main cause. To have appropriate marketing strategy further analyses using survey, TOWS, Porter’s 5 Forces, Business Model Canvas, STP, and Mix Marketing were performed. Based on survey result the respondents are dominant to strongly agree and agree on all parameters of survey, however majority of respondents are shifting-loyal. It means that the marketing strategy of LSP Badak LNG must prioritize high potential market, highlight and promote the value propositions, maximize channels of communication/ marketing and customer relationship, and apply strategic alliances.

Key Words — Badak LNG, LSP Badak LNG, Marketing Strategy, Center of Excellence, Value Proposition

I. INTRODUCTION

In entering the fourth decades of Liquified Natural Gas (LNG) experiences, Badak LNG has developed highly skilled and competent workforce and is able to produce the largest LNG production and shipment in the world. Based on the latest benchmark by worldwide reputable assessor (Phillips Townsend Associates Inc.) among eighteen (18) LNG companies representing more than 80% of the world LNG production, Badak LNG got rank 1 for Safety, Health, and Environment, Plant Reliability, Operating Cost, and Maintenance Cost. By achieving the above categories, Badak LNG places honorable position in worldwide LNG producers. On the other side, Badak LNG, now, is declining in producing LNG due to feed gas shortage. The Board of Directors of Badak LNG encourages the employees to have innovation or breakthrough ideas in order to make Company still exist even grows and sustains. Some ideas came up to have diversification business, are as follows:

a. Operation & Maintenance Services
b. Technical Services
c. LNG Learning Center

To make that dream comes true, Badak LNG established LSP Badak LNG, which was supported by SKK Migas, in 2016. Since 2016, LSP Badak LNG has been certifying but only for internal. For the external, it is not progressing. It results in difficulties to support those businesses. The author is interested to resolve this problem and choose this issue as the topic of final project for master of business administration at Institut Teknologi Bandung.

The purpose of the establishment of Badak LNG LSP, as a business unit, is to improve the internal competency of Badak LNG, partners, and networks so that they can act globally. Although Badak LNG has operated LNG Plant for more than 40 years and provided training to many companies such as Angola LNG, Norway Snovit, Tangguh LNG, Donggi Senoro LNG, Yemen LNG, Dominion Cove, and so on, Badak LNG still needs a license to provide certificates for others. By having license from BNSP to certify the internal and external employees, opens the opportunity for the Badak LNG to continue to exist and even grow. LSP Badak LNG is led by Human Resources & Development Senior Manager and supported by experienced and professional employees from other Departments in Badak LNG.

Declining of gas in last several years makes Badak LNG facing difficulties to remains exists. Badak LNG needs breakthrough ideas and programs to regrow and sustains. LSP Badak LNG as business unit of Badak LNG has main role to do that. By having more than 40 year experiences and LNG booming worldwide, it is good opportunity for LSP Badak LNG to gain new revenues/ profits and as Center of Excellence.
II. BUSINESS ISSUE EXPLORATION

A. Conceptual Framework
To find the root causes of the problem and to find the business solutions, author develops the conceptual framework and divides it into 5 clusters, i.e. Introduction, Business Issue Exploration, Business Solution, Implementation Plan, and Feedback and Control.

B. Analysis of Business Situation
Based on the situation faced by Badak LNG, LSP Badak LNG should be a part of the solution. The business mission of Badak LNG must be in line with the challenges which to be resolved. All aspects both internal and external must be reviewed to find the best business solution.

C. Problem Formulation
Based on the effect cause analysis can be concluded that: There is no marketing strategy applied by LSP Badak LNG for external business and this condition results in LSP Badak LNG is not growing as expected.

D. Summary of Business Situation Analysis
Below is the summary of business situation analysis that have been discussed:

Table 2.3 Summary of Business Situation Analysis

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Analysis</th>
</tr>
</thead>
</table>
| VRIO [1]  | • As Internal Analysis  
|           | • Core Resources: Value Proposition, People Knowledge 
|           | & Skill, BNSP Certification, TUK, OIS, Idle & Life Trans, International Standard Workshop, Brand Name. |
| Dynamic   | • Combination of VRIN & Business Model to protect against competitors.  
| Capabilities [2] | • Ready for transformation from nonprofit to profit |
| FESTLE [3] | • Business model can be aligned at any time when the business environment changes. |
| SWOTBSC [4] | • As External Analysis  
|           | • Politic in general received 7 Proper Gold as CSR award, Badak LNG always updating technology, APCI still the most technology used, Badak LNG always comply legal aspect, Badak LNG received certification of ISO 14001. |
| Cause Effect | • External Factors: Opportunities and Threats.  
|           | • Internal Factors: Strength and Weaknesses.  
|           | • External & Internal Factors are Manageable. |
| Why is LSP Badak LNG not progressing?  
| Due to Non Profit Company issue.  
| Due to No Appropriate Marketing Strategy |

E. Conclusion of Business Analysis
A decline of gas supply and term of “non profit company” makes Badak LNG facing difficulties to remain exist. Global LNG booming, more than 40 year experiences, and Amended Bontang Processing Agreement give Badak LNG opportunities to regrow and sustain. Draft new organization to give bigger portion of new business development is being proposed, therefore it is the time for LSP Badak LNG to have appropriate marketing strategy to become center of excellence.

III. BUSINESS SOLUTION
The purpose of this research is to propose marketing strategy to make LSP Badak LNG become Centre of Excellence. Training and Doctrine Command (TRADOC) defines a center of excellence as a primer organization that creates the highest standards of achievement in an assigned sphere of expertise by generating synergy through effective and efficient combination and integration of function while reinforcing the unique requirement and capabilities of the branches. The framework of Center of Excellence is characterized via the following dimensions: internal business process, customer focus, leadership, innovation and learning.
and financial. Therefore the business solution must covers those dimensions.

A. Market Research Methodology
Author conducted survey to internal and external customers and potential customers to have inputs from them and know customers' needs on training and certification. To have accurate data author explained directly to the customers and potential customers, before filling in the questionnaire, about the purpose of the survey and the benefit. Author targeted the respondents representing internal and external customers and potential customers, i.e. National Oil & Gas Company, Multinational Oil & Gas Company, Badak LNG’s Contractor, and Badak LNG

B. The Result of the Survey
Below is the result of the respondents survey

Based on Company’s Point of View which consists of Economy in Operation, Greater Productivity (Competency Based-Employee Career System And Remuneration And Productivity), Uniformity Procedures, Less Supervision, Systematic Imparting Skill (Decrease learning time), and Creation of Inventory Skill and as well as Excellent Product, Competency Based-Employee Recruitment, and Employee’s Moral, the survey result shows 87% score of respondents agree (34%) and strongly agree (53%) agreed with all parameters above as the purpose of the Company puts workers for training and certification.

Based on Employee’s Point of View consists which consist of Competitive Advantage, Increased Earning Potential, Update Knowledge & Skill, Build Professional Capability, and as well as Comply with Regulation, Global Recognition, and Promote the Profession, the survey result shows more than 88 % respondents agree and strongly agree with all parameters above as reasons for attending training and certification.
By having those survey results above, it means that there is a big market for training and certification business. Related to the loyal status of respondents which is dominant as shifting loyal, it indicates that LSP Badak LNG must have appropriate marketing strategy to grab and keep them.

C. Threat, Opportunities, Weaknesses, and Strengths (TOWS) Analysis

TOWS Analysis shows that by combining internal factor (strengths and weaknesses) and external factor (opportunities and threats), there are several solutions to make LSP Badak LNG become centre of excellence and the most important solution is developing marketing strategy (see table TOWS Analysis for detail) [5].

<table>
<thead>
<tr>
<th>TOWS Analysis</th>
<th>Strengths (S):</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. Experiences</td>
</tr>
<tr>
<td></td>
<td>2. Facilities</td>
</tr>
<tr>
<td>Weaknesses (W):</td>
<td>1. Limited Assessors</td>
</tr>
<tr>
<td></td>
<td>2. No Dedicated Marketing</td>
</tr>
<tr>
<td></td>
<td>3. Only ADCI Technology</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities (O):</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. LNG Booming</td>
</tr>
<tr>
<td>2. LNG Price Tends to Increase</td>
</tr>
<tr>
<td>3. No Official LNG Reacertification</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>S101, S102, S103, S201, S202, S203:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Develop Marketing Strategy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>W101, W102:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Develop New Assessment</td>
</tr>
<tr>
<td>- Develop New Business Directorate</td>
</tr>
<tr>
<td>- Develop Marketing Strategy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>W301, W302:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Attend Training</td>
</tr>
<tr>
<td>- Attend Conference &amp; Expo, Seminar</td>
</tr>
<tr>
<td>- Create Broader Networking</td>
</tr>
<tr>
<td>- Develop Marketing Strategy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Threats (T):</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Unstable Global Economics</td>
</tr>
<tr>
<td>2. Uncertainty Political Issues</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>S101, S102, S103, S201, S202:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Program Feedback &amp; Monitoring</td>
</tr>
<tr>
<td>- Develop Marketing Strategy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>W171, W172, W173, W174, W175, W176, W177, W178, W179, W1710:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Develop New Business Directorate</td>
</tr>
<tr>
<td>- Develop Risk Management Function</td>
</tr>
<tr>
<td>- Develop Marketing Strategy</td>
</tr>
</tbody>
</table>

D. Porter’s Five Forces Model

To analyze the competition, author uses Porter's Five Forces Model. This model breaks the competition down into five distinct categories, designed to reveal insights, originally developed by Harvard Business School's Michael E. Porter in 1979, the five forces model looks at five specific factors that determine whether or not a business can be profitable, based on other businesses in the industry [6]. The Porter’s Five Forces consist:

1. Bargaining Supplier Power

Bargaining supplier power is an assessment to know how suppliers drives price up. The factors of supplier to drive prices up are number and strength of suppliers, value proposition of product or service; and cost of switching from one supplier to another. In training & certification business, the most important thing is manpower. The bargaining power of supplier in this case is considered LOW because there are a lot of options to have manpower. The sources are: internal employees, retirement, contractors, LNG Academy students, locals, and networking.

2. Bargaining Power of Buyer

Bargaining power of buyer is an assessment to know how buyers drive prices down. The factors of buyer to drive prices down are: number and strength of buyers in the market, and cost to the buyer of switching from one supplier to another.

In this case, actually, buyers have difficulties to negotiate the price because there is no option to have BNSP certification for LNG competencies. Therefore, the bargaining power of buyer is considered LOW.

3. Threat of Substitution of Products or Services

If there is substituted products or services in the market, it is most likely for customer to switch the product or services. In this case, the threat of substitution is considered LOW, because there is no BNSP certification for LNG competencies except LSP Badak LNG.

4. Threat of New Entry

New entrants will enter big market with big profits, which can erodes the existing incumbent’s profitability. Unless incumbents have unique products or services as barriers to entry.

Many LNG companies are going up that make a possibility they establish new business unit that provides the same service as LSP Badak LNG. Therefore the treat of new entry is considered HIGH.

5. Competitive Rivalry

The number and capability of competitors in the market always make market become competitive. In this case, the competitive rivalry is considered LOW, because until now, there is no BNSP certification for LNG competencies except provided by LSP Badak LNG.

E. Business Model Canvas

Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. It can analysis how company rationalizes the way it captures, creates, and delivers value for their customers. By using Business Model Canvas, it is
indicating that business of training and certification most likely can be started by now.

**Figure 3.2 Business Model Canvas of LSP Badak LNG**

**F. The Ansoff Matrix**
Ansoff suggested that there were effectively only two approaches to developing a growth strategy; through varying what is sold (product growth) and who it is sold to (market growth) [7]. When combined with the Ansoff Matrix, it delivers four strategic options, each with a differing level of risk.

![Ansoff Matrix Diagram](image)

**G. Segmentation, Targeting, and Positioning (STP) Analysis**
All marketing is built on STP – Segmentation, Targeting and Positioning (Kotler & Keller). STP marketing is a three-step approach to building a targeted marketing plan.

<table>
<thead>
<tr>
<th>Type of Segmentation</th>
<th>Segmentation Criteria</th>
<th>LSP Badak LNG’s Target Segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic</td>
<td>Age: 21 - 55</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gender: Males &amp; Females</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Occupation: Employee (1st Priority), LNG Academy Student (2nd Priority)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Job Level: Operator, Mechanic, Technician, and Officer (1st Priority), Supervisor (2nd Priority)</td>
<td></td>
</tr>
<tr>
<td>Behavioral</td>
<td>Usage: High User (1st Priority) and Medium User (2nd Priority)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Personality: Ambitious (1st Priority) and Determined (2nd Priority)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Loyal Status: Shaping Loyal (1st Priority), Hard Core Loyal (2nd Priority), Soft Core Loyal (3rd Priority)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Social Class: Working Level</td>
<td></td>
</tr>
<tr>
<td>Psychographic</td>
<td>Activities, Interests and Opinions: High and Medium Achievers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Values, Attitudes, and Lifestyle: Reformer and Succeeder</td>
<td></td>
</tr>
</tbody>
</table>

Differentiation and Positioning are strongly related and depend on each other. Positioning, which is the process of arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in the minds of target customers, depends on the differentiation.

**Differentiation and positioning of LSP Badak LNG are:**
1. **Unique Services:** Certified BNSP, Customized Certification
2. **Unique Competency Test Facilities:** International Standard Workshop, Operator Training Simulator, LNG Fire Training Ground, Idle Trains, Life Trains, Workshops (Integrated in one location)
3. **Brand Image:** Badak LNG (a World Class Energy)
4. **Reputation:** Rank 1 in Reliability, Maintenance Cost, Gas Losses, and Operating Cost (refers to Philips Townsend Associate Inc. Benchmark)
5. **People knowledge and skill on LNG Plant Operating and Maintenance.**

**H. Mix Marketing**
Philip Kotler describes that “A market consists of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want” [8]. The five Ps concept takes a seller's point of view of the marketing tools available to deliver customers value. Table 3.3 shows the marketing strategy based on the five Ps concepts [9].

Given the breadth, complexity, and richness of marketing, however—as exemplified by holistic marketing—clearly these four Ps are not the whole story anymore. The more representative set that encompasses modern marketing
realities are: people, processes, programs, and performance. All marketing strategy mentioned at Table 3.3 are performed by people, through processes or procedures, and measured based on performance.

**Strategic Alliances**

Even giant companies—AT&T, Philips, and Starbucks—often cannot achieve leadership, either nationally or globally, without forming alliances with domestic or multinational companies that complement or leverage their capabilities and resources.

Therefore it is very important to have strategic alliance. Similar service companies can be competitor or partner depends on how we deal with them. The alliances can be divided into 4 (four) major categories:

1. Product or service alliances.
2. Pricing collaborations.
3. Logistics alliances.
4. Promotional alliances.

I. Kotter’s 8 Steps of Change for Internal Strategy [10] Because of regulation stated on Collaboration Labor Agreement (CLA), until now, Company still offers 2 methods for promoting assessment especially for operators, mechanics, technicians, and officers. Based on last 3 years, since LSP Badak LNG was established, not employees who were eligible to promotion wish to follow the new method (LSP Certification) even though the progress significantly increased.

Kotter’s 8 Steps of Change for Internal Strategy can be a solution to have “buy in” from employees and then fully support the external program.

1. Creating a Climate for Change.
2. Engaging and Enabling the Whole Organization.
3. Implementing And Sustaining Action.

<table>
<thead>
<tr>
<th>Five Ps</th>
<th>Market Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning</td>
<td>• Unique Services: Certified BNSP, Customized Certification.</td>
</tr>
<tr>
<td></td>
<td>• Unique Competency Test Facilities: Operator Training Simulator, LNG Fire Training Ground, Idle Trains, Life Trains, Workshops (Integrated in one location)</td>
</tr>
<tr>
<td></td>
<td>• Brand Image: Badak LNG (a World Class Energy)</td>
</tr>
<tr>
<td></td>
<td>• Reputation: Rank 1 in Reliability, Maintenance Cost, Gas Losses, and Operating Cost (refers to Philips Townsend Associate Inc. Benchmark)</td>
</tr>
<tr>
<td></td>
<td>• People Knowledge and Skill.</td>
</tr>
<tr>
<td>Products/Services</td>
<td>• Training &amp; Certification of personnel of:</td>
</tr>
<tr>
<td></td>
<td>• Production (Operations, Maintenance, Technical).</td>
</tr>
<tr>
<td></td>
<td>• Safety, Health, Environment, Quality</td>
</tr>
<tr>
<td></td>
<td>• Business Support (HR, Procurement, Contract).</td>
</tr>
<tr>
<td>Price</td>
<td>• Competitive</td>
</tr>
<tr>
<td></td>
<td>• Strategic Alliances</td>
</tr>
<tr>
<td>Place</td>
<td>• International Standard Class Room &amp; TUK.</td>
</tr>
<tr>
<td></td>
<td>• Badak LNG Plant, Bentang, Indonesia.</td>
</tr>
<tr>
<td>Promotion</td>
<td>• Sales Promotion: Exhibitions (Gastech, APCI, HR Summit).</td>
</tr>
<tr>
<td></td>
<td>• Public Relations: Gastech Conference, HR Summit, Meetings (Gas Cooperation Meeting, Producers Meeting, Plant Visits)</td>
</tr>
<tr>
<td></td>
<td>• Direct Marketing: Catalog</td>
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<tr>
<td></td>
<td>• Events: Sports (Bike to Work).</td>
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<td></td>
<td>• Advertising: Videotron.</td>
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<tr>
<td></td>
<td>• Social Media: LinkedIn, Facebook, Instagram, Youtube</td>
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<tr>
<td></td>
<td>• Strategic Alliances</td>
</tr>
</tbody>
</table>

**J. Analysis of Alternatives**

Author divided analysis of alternatives into 2 (two) market strategies, i.e.:
1. Marketing Strategy for Internal:
   a. Creating a Climate for Change:

   • Increase Urgency: Feed Gas Decline, Badak LNG must exist.

   • Build the Guiding Team: LSP Badak LNG Organization.

   • Detail Vision (Mission & Target):

   b. Engaging and Enabling the Whole Organization:

   • Communicate for Buy-in: Dissemination & Coaching (in progress).
• Empower Action: As Change Agent (in progress).

• Create Shorter Win: Celebrate for Midterm Success (not yet).

Celebrate for midterm success to be included in the implementation plan therefore it can be monitored.

c. Implementing and Sustaining Action:

• Don’t Let up: Make SOP/ Manual to maintain achievement

• Make It Stick: The efforts for success as habit. All items above have been followed up and continue.

2. Marketing Strategy for External:

Based on data Author received from Corporate Strategic Planning & Business Development Division – Badak LNG, there are many LPG plants that will be built 2018 until 2025 included number of potential customers (employees), therefore, the marketing strategy for external are as follow:

• Prioritizing to high potential customers.

• Highlight and promote the differentiation / value propositions.

• Maximize channel of communication/ marketing and customer relationship.

• Using Strategic Alliances:

This strategic is applied especially for new LNG plants/companies with no relationship yet.

IV. CONCLUSIONS

Based on analysis of business situation and discussion on business solution, there are several conclusions below:

1. Declining of gas in last several years makes Badak LNG to have breakthrough ideas and programs to remain exist, regrow and sustains. LSP Badak LNG as business unit of Badak LNG has main role to do that. By having more than 40 year experiences and LNG booming worldwide, it is good opportunity for LSP Badak LNG to gain new revenues/profits and as Center of Excellence.

2. Business solution alternatives analyses support LSP Badak LNG as one of the way outs for Badak LNG to remain exist, regrow, and sustain.

3. To become center of excellence, LSP Badak LNG to implement appropriate internal and external marketing strategies.

REFERENCES


Managing change: A Review of Work-Life Balance and the Implications on An Agile Workplace

Dr Kaylie Chiu-Pih Tan
Aspire2 International Group

Abstract: Work-life balance becomes more important especially when contemporary organisations change to an agile workplace to meet the challenges in highly dynamic and uncertain business environments. This indicates a change in the nature of work roles and non-work roles resulting in a change of work-life balance of an employee. Through the review of concepts and models relevant to work-life balance, this paper provides an insight on how role identification, role relationships, and associated factors may contribute to the sense of work-life balance and wellbeing of an individual in work and non-work settings, especially when role boundaries become more blurred in an agile workplace. The implications of the findings on work-life balance will be discussed in light of agile workplace.