



Environmental Management or Marketing Research: Bibliographic Analysis

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ABSTRACT

This study identifies synthesizes and evaluates existing environmental research marketing and management with the ultimate goal of revealing trends in this area. In particular, we focus on: the methodological aspects of empirical research are the design, scope, and methodology, the field of study covered and the specific issues raised in all regions. Related articles are also identified electronically. Manual bibliographic search method. A total of 530 articles from 119 scientists were identified in magazines published from 1969 to 2008. Each article is analyzed with 6 pieces of content: key aspects: author profile, manuscript characteristics, study design, scope research, research methodology and field of study. Overall, this research facility is facing serious problems. Transformation moves from the early stages of identification and discovery to more advanced stages, an advanced stage characterized by greater maturity and rigidity. This is indicated by: trends towards inter-author, intercultural and interdisciplinary collaboration. The length of the manuscript and the number of references increased over time. Grow up maturity of study design with increasing emphasis on formalization and causality structure; various countries, industries, Products and companies of varying status, size, and geographic focus. The tendency to use stochastic sampling designs to achieve high response rates, ensuring large sample sizes, Apply advanced statistical analysis. Wide variety and deep coverage examining the topic.

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1. INTRODUCTION

Although the interaction between business and the natural environment has become an interesting topic, economist, sociologist, psychologist, late 1960s only this is included in the agenda of the faculty's marketing and management studies [1]. more stringent environmental regulations, pollution concerns from interest groups, and increasing social pressure among the forces that have contributed to the emergence of new academic

research directions are: focusing on the impact of marketing/management practices on the environment, how it affects them. Marketing and management initially criticized It is not compatible with Green Issues as it proposes methods and approaches to do so [2]. Meeting consumer needs and maximizing company profits at the expense of the environment. Modern, however, both are considered important elements in providing solutions to the environment. Promote eco-friendly consumption, crop issues, etc. Employee environmental awareness and information dissemination environmentally friendly practices [3].

Shocking execution despite the initial mobilization of scholars in the field environmental research remains at a relatively sporadic level and it's long. The increasing concern of governments, the public and companies towards environmental protection in the 1990s is responsible for the exponential growth of this field. It continues to this day. As a result, many scientific works were produced, but were criticized as too fragmented to paint the big picture, too diverse and unprogrammed topic trends [4]. Such a situation is justified by the fact that this research is still ongoing. A developmental stage that seeks to integrate approaches from various disciplines, such as ecology, sociology, and economics[5].

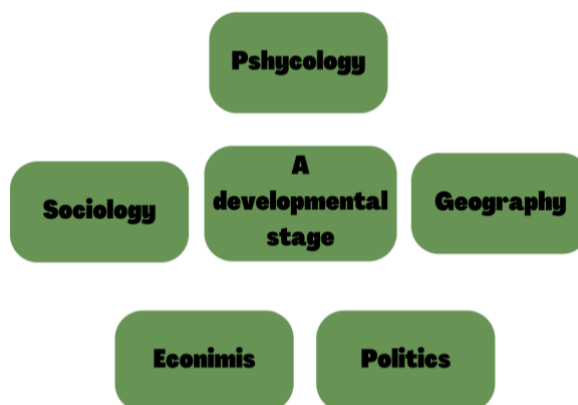


Figure 1. A developmental stage

Several verification attempts have been made to explain this situation's contribution to the field which contributed to the synthesis of theory and theory of experimental work on the subject . Easy to understand and useful, this review covers a relatively short period of time and uses the limited academic scope of the diary. They also intersect with the profile and achievements of scientists in their fields. Provide little or no detail on the methodological problems of some subjects [5]. Most importantly, environmental marketing and management issues are independent of each other, but there are indications that they are closely related. In part, this duplication may be due to the fact that: I spend a lot of time on marketing and environmental management issues. In science and business, it is seen as a social aspect of corporate responsibility, a dominant business theme [6].

Our study aims to fill this gap by identifying, synthesizing and evaluating the rest of marketing research and environmental management aimed at clarifying trends in place. Specifically, this research has three main objectives [6]. (a) Characteristic evaluation author of books on marketing and environmental management. b) Evaluate the methodological aspects of empirical research on a topic in a creative way; scope and methodology, c) taking into account the specific thematic areas covered; Problems arise in all areas [7].

The remainder of this manuscript is organized into five parts. This is the first time discussing the evolution of environmental practices and their impact on academic research [8]. Then, the investigative approach adopted in conducting our bibliographical review is described [9]. Following this, the research findings are presented and discussed in relation to the article demographics, methodological characteristics, and thematic areas [10]. Then draw the conclusion, while the final section offers some suggestions for future research [11].

2. LITERATURE REVIEW

Management Research

Of course in life we know the word environment [12]. The environment is all the factors around and inside the object that can affect the object itself. On the other hand, according to Philip Kotler and Armstrong, marketing is a social and managerial process that encourages individuals to obtain what they need and want through the creation and reciprocal exchange of products and value with others [13]. From the above definition, the marketing environment can be defined as the non-marketing actors and forces that influence marketing management to build and maintain successful relationships with target customers [14]. From this understanding, we interpret the marketing environment as a factor that can influence management decisions to maintain and/or produce products in order to maintain consumer loyalty to the products produced [15]. Therefore, marketing managers must continuously monitor and adapt to the ever-changing environment, because environmental changes can create opportunities and risks that can affect the business in the future. When designing a marketing plan, marketing managers consider groups within the company, such as management, finance, R&D, purchasing, operations, and accounting [16]. All groups are interconnected to form the internal environment. These groups work in harmony to achieve superior customer value and maximum customer satisfaction [17].

Study methodology

Our bibliographic search includes all marketing/environmental management articles in the period 1969-2008, namely since the establishment of this institution when selecting articles, three selection criteria are determined from the start. (a) This research incorporates scientific articles published in marketing [18]. Management or business magazines, books, book chapters, monographs, conferences paper has been removed. (b) Manuscripts submitted for peer review must be conceptual. Empirical, methodological or meta-analyses/reviews, editorials, case studies and ignore the comments in the answer. (c) Due to language restrictions, this survey is limited to: Articles published in English in internationally recognized journals (yes, but please understand that there are related publications in other languages). The coding process is run by 3 coders with the marketing/management department. Background under the close supervision of two academics with expertise experience in analyzing content. To improve consistency during extraction and interpretation the information provided in this article is a coding guide that provides operational definitions. We have every product available. Coders undergo rigorous training in using coding guidelines such as: How to analyze the content of the article and transfer all relevant information coding frame. To fully understand all the steps, every coder should independently engage in coding 10 articles under the close supervision of the principal researcher [19]. Content analysis begins with the transmission of the information contained in each case articles on coding sheets by independent coders. So, the coding sheet completed by each coder is thoroughly reviewed by the research director to make sure all the fields are filled in correctly. Compiled coding forms from every coder then compare and contrast with others to identify differences with the input entered. Intercoder reliability test was carried out and showed the following: The coding agreement between the three coders is between 87% and 99%. Tolerance level specifically checked differences were found in coding sessions with the principal investigator, three programmers, and other subject matter experts results. All differences are thoroughly discussed until a final agreement is reached among panel members. The data contained in the final coding form are: Then put it into statistical analysis [20].

Methodological aspects

Until the late 1990s, the exploratory approach was mostly used. Addressing environmental marketing/management issues. Even though I'm inside Recent research on this topic can still be found in various empirical articles. exploratory, formal inquiry (i.e a structured approach, mainly using research hypotheses) is gaining considerable

momentum. The previous approach is useful for gaining insight into the field, but especially the conceptualization phase. The latter is important for building building blocks systematically. Knowledge of the next level area. tendency to formalize this study is consistent with the previously observed trend towards increased dependence on solids. Based on the theoretical basis and the results of previous research before starting the investigation Specific environmental research problems. Most studies use statistical forms aimed at quantitative analysis data collected by primary or secondary methods. In fact, the proportion of statistical studies 13 a significant increase from 39.1% in the 1970s 52.9% in the 2000s. The use of case studies in evidence articles is only part of the story. However, there has been an increasing trend to use them in recent decades. Case study primarily used to provide detailed and qualitative research on the environment. Marketing/Management Practices. Other qualitative types of analysis such as B. Unstructured interviews with environmental managers employed by the organization have very few items. Most of the demonstrative articles are cross-sectoral, but those that involve manuscript longitudinal studies are rarely carried out, perhaps due to time and cost reasons. Most of the articles refer to research conducted in employing the field rather than a laboratory setting, investigation rather than observational mode, Use the posterior variable instead of the experimental control variable. First, the environmental research phase of this article is mostly descriptive these days; their decades are largely causal. This discovery is a formal approach taken in many studies, demonstrating gradual diffusion and expression. Research status on the topic

3. METHOD

Mail survey is the most common research data collection method for private conversation after environmental issues. However, when ex, especially with large samples, the latter often occurs in small cases sample. drop-in surveys, telephone interviews, surveillance email are used less frequently. Response rate in the main study is usually more than 40%, but the rate is less than 25 Arach. Reported in several studies. Different from the primary data method of collection, secondary data is less common and used in this study In particular when gathering information on important environmental indicators (e.g. emission figures); or business performance indicators (such as assets). Some articles also use observation to assess the actual behavior of relevant organizations and consumers environmental questions. Informants in environmental investigations are very different from corporate executives who provide the most common sources of information. In this case the environment/health and the security manager is the most frequently hired, followed by the CEO/President. Production/operations manager and marketing/Sales manager. Consumers are too widely used as an important informant, especially for attitudes, beliefs, and act on environmentally friendly products/services. However, the main source of research conducted during the first 30 years, their share of empirical research has declined. The most common method is bivariate (and to a lesser extent univariate) statistics. It is used for data analysis, especially in the form of correlation analysis. Analysis of variance and discriminant. Even used regularly throughout the investigation period. Multivariate statistical tools such as B. Factor analysis, multivariate regression analysis and multivariate analysis of variance are less commonly used basic, but their use has increased significantly in recent years. Descriptive analytics (such as frequency percentage) is also used. specifically, especially the exploratory approach. Surprisingly, structural equation modeling and other modeling techniques were only used sporadically during this study.

4. RESULTS AND DISCUSSION

Research shows more writers, across cultures, interdisciplinary collaboration and dissemination of research results environmental problems in various parts of the world. This trend is also said to be more data driven (non-conceptual) publications. that more and more research is being done. Another positive is that it is based on a theoretically superior marketing/management paradigm. Although it is still possible to introduce additional developments, theories and paradigms from more advanced fields such as economics, psychology and sociology. There is in addition, there is a tendency for manuscript size to

increase, the number of references, which also means that knowledge about them is increasing theme.

The research design is state-of-the-art and gradual ascent into a formal (non-explorative) and causal (non-descriptive) structure. However, there is room for further research based on longitudinal case studies research and Laboratory, Observation and experimental design. This scope of research is also extended to various countries, industries and products. Companies of varying status, size and geographic focus. Nevertheless, it makes sense that more research should be done in many countries and tackle neglected sectors. Bearing in mind, environmental research adopts a more international perspective. In addition, there is a clear tendency for researchers to use probabilistic sampling plans. High response rate, secure sample size and application of advanced statistical tools to your data analysis. This development has a positive effect on the quality of the data collected and the results achieved.

5. CONCLUSION

A bibliographic review of marketing research/environmental management clearly shows what this field of study has experienced in the last 40 years. Transformation moves from the early stages of identification and discovery to more advanced stages; the advanced stage is characterized by maturity and high precision. This stretch however, the discipline did not run smoothly because the contributions made during this period were still small. The early decades, in contrast to more recent writings. Partially reflected changes in various macro (eg physical, demographic, socio-cultural), meso (eg political, legal, economic, technological) and micro (eg competitors, buyers, market) forces influence activities drive and influence the company. The role of these forces in the rising trend of globalization is expected to be even more intense, stimulating and stimulating further management academic interest in environmental issues.

Environmental studies cover a wide range of topics, with a focus on: aspects of marketing management (especially environmentally friendly attitudes and responses), environment management (particularly stakeholder management) and operational environment strategy (especially production companies). In addition to the various topics discussed, the different theoretical perspectives from which this originates mean that the focus has expanded to cover most existing marketing and management areas from an ecological point of view. Certain themes are also specially developed environmental labels, environmental ethics, and environmental regulations/norms. Greater environmental area and depth research has helped create meaningful pools of knowledge. Justify the identity of the new field in the field of marketing/management.

Overall, this academic research direction has garnered a great deal of research results. Information with significant conceptual, methodological and empirical contributions. Support for theory development and practical application. the fact that the planet's ecosystem has reached a state of emergency, Political, social, religious and other forces to find solutions to ecological problems. This, associated with increased competitive pressure and increased customer knowledge, organizations are expected to be more sensitive to environmental issues. Like it or not, you will encourage and support more and more diverse research on this subject to advance the field

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