

عنوان مقاله:

Strategic marketing plan for a telecom company in a drastically changing situation: Company Overview

محل انتشار:

دومین همایش بین المللی انسجام مدیریت و اقتصاد در توسعه (سال: 1396)

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خلاصه مقاله:

Diffusion processes of new internet services have become increasingly complex and multifaceted in recent years. Internet users today are exposed to a wide range of influences that include speed and bandwidth, availability and reliability, and social signals. 10 years ago people accessed to internet by wire based services at office or home. Nowadays people spend much more time to surf on online shops, news websites and social networks using tablets and smartphones. In such a fast changing market companies should continually review their market objectives and deploy new strategies in order to sustain their position in market and survive themselves. This study report outlines the situation of Mobinnet, a wireless internet provider company in a drastically market situation resulted by launch of .4G and LTE services by Iran's premier telecom operators MCI and Irancell

کلمات کلیدی:

Strategic marketing plan, Telecom Company, drastically changing situation, Company Overview

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