Title of Article:  Marketing and Value Creation Dynamics: An Integrated Model.

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Date of Publication: 2011.

Abstract:  The objective of this study is to link marketing with value creation without losing sight of the intervening variables that might exist between. The study suggested comparative advantage (CAD), resource-use efficiency (RUET), wealth creation (WECRE) as the possible variable for value dynamics and measure items were developed for them which were subjected to confirmatory factor analysis through which second-order factor representing CAD, RUET and WECRE emerged. The Gaski and Etzel’s (1980) index of consumer sentiments towards marketing was modified and used to measure marketing activities (MAC) and Diener et al., (1985)’s satisfaction with life scale (SWLS) was used as measures of quality of life (QOL) for national value creation dynamics. All variables nomological relationship with subjective quality of life (QOL) was established.