### Upcoming Conferences

<table>
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<tr>
<th>Conference</th>
<th>Who</th>
<th>What</th>
<th>When</th>
<th>Where</th>
<th>Deadline</th>
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<tr>
<td>TIIM</td>
<td>MakeLearn and TIIM</td>
<td>Joint International Conference 2015</td>
<td>May 27-29, 2015</td>
<td>Bari, Italy</td>
<td>April 1, 2014</td>
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### Future Conferences

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<th>Organization</th>
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| **AACSBI**   | *Who:* AACSBI Intl.  
*What:* ICAM - 2015  
*When:* April 26-28, 2015  
*Where:* Tampa, FL, USA  
*Deadline:* March 15, 2015 |
| **IIABR**    | *Who:* IIABR  
*What:* 2015 New Year’s Intl. Multidisciplinary Conference  
*When:* January 4-6, 2015  
*Where:* Miami Beach, FL, USA  
*Deadline:* December 10, 2014 |
| **OPEN**     | *Who:* VentureWell  
*What:* 2015 Open Conference  
*When:* March 20-21, 2015  
*Where:* Washington, D.C.  
*Deadline:* February 4, 2015 |
| **GABER**    | *Who:* Global Academy of Business & Economic Research  
*What:* 16th Intl. Conference  
*When:* May 7-8, 2015  
*Where:* New York, USA  
*Deadline:* February 28, 2015 |

### Call for Papers

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| **ICAMERP**  | *Who:* ICAMERP  
*What:* 2nd Intl. Conference  
*When:* January 8-10, 2015  
*Where:* Baguio City, Philippines  
*Deadline:* November 25, 2014 |
| **ABR**      | *Who:* Academy of Business Research  
*What:* ABR Intl. Conference  
*When:* March 25-27, 2015  
*Where:* New Orleans, Louisiana  
*Deadline:* February 15, 2015 |
| **RCBR**     | *Who:* Review of Contemporary Business Research  
*What:* Vo. 3 No. 3  
*When:* December 31, 2014  
*Where:* Athens, Greece  
*Deadline:* November 30, 2014 |
| **AABRI**    | *Who:* Academic and Business Research Institute  
*What:* AABRI Intl. Conference  
*When:* January 1-3, 2015  
*Where:* Orlando, FL, U.S.A.  
*Deadline:* December 5, 2014 |
| **IS15**     | *Who:* Global Research Journals  
*What:* 2015 International Symposium  
*When:* April 3-5, 2015  
*Where:* Chennai, India |
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<th><strong>Announcements</strong></th>
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“Happy customers are loyal customers.”

Managing Customer Satisfaction

Why is customer satisfaction so important? Because happy customers are loyal customers, and that often leads them to cross-buy products with higher margins, react less to price increases, encourage their friends to buy the same products, and engage in other behaviors that tend to enhance the firm’s profits. Research conducted by Ruth Bolton, professor of marketing at Arizona State University, has shown that, on average, a mere 10 percent increase in customer satisfaction leads to an 8 percent increase in revenues generated over the long term.

Companies control a number of factors that affect customer satisfaction. For example, customers have basic expectations regarding the benefits they should receive from any firm selling the product or service that your company provides. Your offering must meet these most basic expectations to satisfy customers and earn their repeat business. Beyond that, customers anticipate that your business will provide assistance to them at the time they make a purchase and again later if they should encounter problems. Keep in mind that those who buy prestige products, such as a Louis Vuitton purse or a Rolex watch, will expect more intensive assistance.

Personal Attention

Personal attention is the “gold standard” against which the quality of customer service is judged. Firms that provide the best response to the needs of a specific buyer in a given situation are sure to have satisfied and loyal customers—and plenty of them. It follows, however, that personalized service will be an option only for those companies that listen intently to their customers and thus understand their precise needs.

Because small companies like flower shops, for example, have fewer customers and fewer layers of employees between the customer and the business owner, they are able to build stronger and closer relationships with those they serve and to hold on to them as customers. The following are some of the more common signposts on the road to extraordinary, and very personal, customer service.

- **Doing business on a first-name basis.** Small ventures that know their customers by name and greet them as friends establish a bond that is powerful and encourages loyalty.

- **Keeping in touch.** Face-to-face and phone conversations are much more effective than e-mail messages or mass mailings. Asking for feedback during these interactions is helpful to your business and shows that you are committed to getting customers’ approval. It also confirms that you are about more than selling.

- **Finding ways to help.** Helping customers doesn’t always lead to an immediate sale, but it can be good for business, and at minimal cost. Send them articles and information of interest with a kind note attached, remind them of important dates (like birthdays and anniversaries), and so on.

- **Customizing your service to meet customer preferences.** By remembering your customers’ personal preferences and adjusting your service to meet them, you increase the value of what you offer.

- **Addressing problems promptly.** When an issue arises, take steps to resolve it quickly. Doing so lets a customer know that he or she is important to you. Contact lost customers to find out why they went elsewhere and use that information to correct deficiencies.
Smart Money and Market States

This paper was written by Steve A. Nenninger from Sam Houston State University.

This paper examines the performance of mutual funds in different states of the investing market. Past studies related to “smart money” have found that investors tend to chase past above-average returns. This paper examines portfolios of funds and reveals that the most consistent positive returns are actually from the top performing funds formed during poor market states and from past poorly performing funds during good market states. Evidence suggests that trend-chasing behavior may be more profitable following market declines rather than good market.

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