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**Development of
innovative product
OR unique service
proposition**

Introduction

The development of business in the UK market can be spread out with technological innovation and increasing demand of new generation people. The technological innovation has reached the way of connecting people in such a manner that innovation has become an imperative to maintain the new trend. In the UK market the rapid growth of inflation has made the economic incapability of most of the people to sustain comfortably in a regular lifestyle. In this report a unique and innovative product is going to be dealt with to increase knowledge of new generation youth which is ***“Book reading Tablet with heart rate detector”***.

In this product development proposition report the target customers of the product, required marketing strategy to circulate the product to the audiences and e-Commerce business proposition are going to be established. The safety and security of the e-Commerce business will be ensured in this proposition report.

A. The Innovative product or unique service proposition

The innovative product

“Book Reading tablet with heart rate detector” is a kind of innovative product which has been chosen to develop the business proposition. The UK market has been dealt with huge inflation in 2022 which is 11% (Statista.com, 2022). The higher rate of inflation has led to the economic recession, unemployment and joblessness in the UK market. The pandemic period has increased reading habits among people as a productive hobby. The accessibility of a *“book reading tablet”* can be useful to the book lovers along with its unique feature of *heart rate detection*. The pandemic impact of 2020-21 has increased the economic recession in the global market which has inclined the impact of good reading habits among people. This book reading tablet is unique with its heart rate detection process that can be useful for checking the heart rate of any ailing person or to assess sudden health issues as well in a cost-effective manner.

Target customers

In the UK market globalised technology has become imperative from domestic to official infrastructure. According to Hokkanen *et al.* (2020), the ***Brick & Mortar Business Model*** the new product or service should be connected with the lifestyle of people so that people can feel interacted with the utilities of the product or services. In this business proposition of ***“Book***

Reading tablet with heart rate detector” the target customers can be **30-55 year old ladies** who can be **working women or housewives and men** with passion for book reading. The **retired persons** are the most priority target customers of this product aged from **55-65 years old**. The **youth of 18-23** can be another target of the product who need book reading tablets for their education and reading hobby satisfaction. The health and wellbeing consciousness associated with the product can be attractive for any household in the post pandemic period to keep such a heart rate detector equipment at any requirement.

The place of product selling

Product selling is very important in reaching the target customers. The development of *“Book Reading tablet with heart rate detector”* can be spread out in the UK market by establishing appropriate selling strategies. The product can be sold offline stores in the market area so that people can see the demonstration of the product physically. According to the B & M Model the product selling process has to be easier so that people can access the products or services and generate buying behavior (Payaro and Papa, 2021). In the UK market digitalised accessibility has reached the apex. Almost 61 million people are active social media users in the UK which can be used to develop effective marketing strategies for the product.

As per Helmond *et al.* (2019), in order to attract target customers, social media marketing strategy can be useful to reach new customers and get to know about the customer demand. *E-Commerce or online website* development can be a great alternative in the digitalised market to provide customers a range of different designs of tablet and online payment option, home delivery, tracking of the order facilities. Online shopping opportunities can be helpful to connect to customers of different regions, to develop relationship management with them to improve brand value of the new venture.

Name of the venture

The product development of *“Book Reading tablet with heart rate detector”* can be established with a name of the venture to establish its brand connection in the market. The name of the venture can be **Reading Maniac** to explicitly connect with the objective of the company. The development of **Reading Maniac** has to be established in the UK market by maintaining effective marketing strategies and customer service management. The facilities of reading tablets with heart rate detection processes will have to be promoted effectively to reach the core demand of the customers and provide them with multiple utilities.

The process of sustaining in the market

The development of business ventures is not sufficient to ²gain competitive advantage and profitability in the market. The development of business ventures can be established by maintaining specific sustainable policies in the business market (Kivimaa *et al.* 2021). **Reading Maniac** will have to develop **core values** of the product “Book Reading tablet with heart rate detector” and present the features and values associated with the product in front of the audiences. Disruptive Innovation Model can be analysed in this context to develop sustainability and long-term business prospects for **Reading Maniac**.

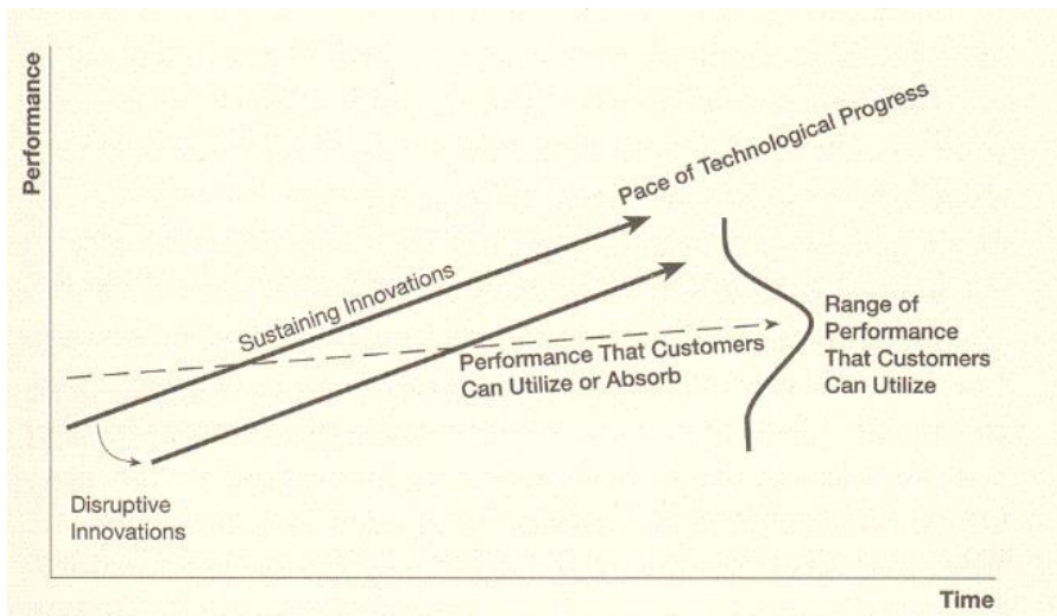


Figure 1: Disruptive Innovation Model

(Source- Kivimaa *et al.* 2021)

The cost-effectiveness of the product, multi usability of measuring heart rate along with reading new and existing e-books, magazines published in the market will have to be promoted in social media to make people interested in the product. **Organisational values** such as reliability, trust, authenticity and customer relationship management with the clients will have to be maintained by **Reading Maniac** to establish the sustainability approach of business in the UK market. **Information Technology (IT)** will have to be used in the online E-Commerce business to develop effective and rapid supply chain networking, transparency in online transaction and delivery. The real-time visibility of customer demand data can be stored using cloud computing

technology that can be helpful for *Reading Maniac* to control cost structure of operation management.

The **website management** has to be easy and accessible to the customers so that they can easily manage to handle orders and get the delivery timely. The disruptive innovative features of the product such as cheaper, easy to use and carry will have to be presented to the customers to improve the sustainability management.

Competitors

Yes, there are competitors in this field to sell kindle and kobo e-book readers such as **Amazon**. Amazon is selling EBook Readers, ETablet Readers in the UK market to provide customers easy accessibility of book reading (Albrechtslund, 2020). The product of Reading Maniac is different from the kind sold by Amazon. "*Book Reading tablet with heart rate detector*" of Reading Maniac has features such as note taking process, reading new and existing e-books online and saving option in the library along with the heart rate measuring ability to provide people sudden help at the time of health emergency. This product is not only helpful to develop reading habits and satisfy the hobby but also it will be effective to help people in a health emergency to measure the heart rate.

Amazon sells the EReader tablets online to provide people service effectively. The Amazon Kindle readers are available on the Amazon website with features and price (Berg and Knights, 2021). The customers can order the products after choosing the appropriate one in the required address. The development of online e-Commerce of Amazon is capable of providing customers the product appropriate for their demand by improving customer relationship management and reliability. The online transaction and supply chain networking of Amazon is quite trustworthy and developing to gain competitive advantage.

B. E-Commerce Website development

The development in the modern years has provided many different ideas for the business process and made a powerful business environment. The development of the e-commerce has provided a smooth business systems and connected directly with customers, business partners and vendors easily through the internet. The development process of a ***Book reading Tablet with a heart rate detector*** has become challenging for the people in the UK. For making identification and recognition to the common people the E-commerce platform has an important role in it.

Building the website from scratch

It can be done through an IT team generating an open-source in order to build the e-commerce website. The open-source e-commerce platform is known as the solution in which the modification can be done at any time for making the codes effective. However, it has some negative effects such as in web hosting, updates and manual patches and security issue. Therefore it is necessary to build the open source efficiently for avoiding these issues (Tenzin *et al.*, 2022).

Customizing a SaaS into the development process

Implementing SaaS in the development process can help in building and maintaining the third party and hosting the cloud efficiently. It is mainly known as a subscription-based solution. SaaS allows to essentially rent the e-commerce platform at the time of platform providers looks into the tasks such as the updates, security service, PCI compliance and hosting. It will help in managing the product accordingly.

Involving MACH architecture

Through the involvement process of the MACH architecture, it helps in providing the best tools and strategies in the market for making recognition and it is easy to add, delete, and replace the technologies in the future (Kang *et al.*, 2023). One of the greatest advantages of using this architecture is that the software updates can be done automatically and it helps in saving the time in the development process. Developing an e-commerce business in order to make the recognition process for the product ***Book reading Tablet with a heart rate detector*** in the UK. The successful development of e-business can help in bringing a reliable and scalable system for security, collaboration process, improving customer relationship, maintaining sales force and supply chain management system.

Implementation of E-commerce website development in the current days has increased highly and made the business process easier. It can be said that it has become the easiest and cost efficient way to get more sales and make the early customers stay with the organization or with their preferred choice of product and services.

Increased the competition level

E-commerce market is highly competitive and the website performance and speed have a crucial role in it. It has provided many advantages of the customers for identifying the best product and making purchases.

Creating a critical new market

The development of the e-commerce website has given opportunities for the business process to grow efficiently and created a new market. The customers find it easy for making a choice of the product by the people's reviews. The development of the new product "***Book reading Tablet with a heart rate detector***" can help in facilitating the books lovers and other common people with its innovative feature and the customers may show interest and buy it effectively.

Increased distribution channels

It has highly increased the distribution channels through the social media platforms and also increased the sales scale (Schweidel *et al.*, 2022). Through channels it has become easy for the product in recognizing and providing all information on it to the customers. The features and facilities of a ***Book reading Tablet with a heart rate detector*** can be done efficiently by it.

C. Marketing development plan

The process of product promotion

Promoting product or service is the key priority to develop effective business management criteria for the business company. In the case of Reading Maniac the promotional strategy will have to be interesting and attractive to reach to the target audiences and increase customer base. The marketing strategies have to be unique and focused to attract the attention of customers in the target market. The product promotion of Reading Maniac will have to be customer-centric to understand the demand of the target audiences, the customer loyalty and advocacy is important to develop to gain trust of the customers.

As per Cooper (2019), digital promotional process has to be developed by *Reading Maniac* to collect systematic automated data collection of the customer demand. Improving sustainable growth and long-term value in the business process can be established by creating ***digital promotional processes*** using social media platforms. Data research of the customers can be conducted digitally by following the social media profiles of the customers. The innovative features of the product can be presented digitally to provide detailed information of the reading tablet, its capacity of storing PDFs of books and heart rate measuring capacity as a sudden health emergency. The digital technology of customer relationship management can be best executed in the online E-Commerce business process to gain sustainability and innovation.

Target customers and process of reaching them

The target customers of “*Book Reading tablet with heart rate detector*” are the following-

<i>Customers</i>	<i>Lifestyle</i>	<i>Age group</i>
Men	Working and retired person	30-50 and 55-65 years old
Women	Working women or housewives having reading passion	30-55 years old
Youth	Studying and developing reading habit	18-23 years old

Table 1: Target Customers

(Source- Self-developed)

The target audiences of *book reading tablets with heart rate detectors* can be segregated in almost all kinds of people. The working men and women aged 30-50 years who have reading habits and interest in books can be target customers of this product. The retired people from 55-65 years old are the target audiences of the Book reading tablet of Reading Maniac. In the pandemic period people have developed a hobby to read books in ebook format as they are easily accessible online. This reading mania or habit can be satisfied by Reading Maniac with the product book reading tablet which is capable of taking notes, storing the PDF version of books in the library and heart rate checking process.

Reading Maniac has to be digitally equipped to reach to the target audiences by developing social media platforms and online websites to develop connectivity and relationship with them.

Use of social media

Facebook

As per Fahy and Jobber (2019), FaceBook has become an effective social media platform to connect with people. Reading Maniac can develop a Facebook portal of the organisation to promote “*Book Reading tablet with heart rate detector*” online in front of the target audiences. The company has to develop an effective social media management team to create unique stories and contents to post consistently on the profile so that people get familiar with the products. In the UK active social media users for two hours at least has reached to 57 billion that can be

helpful for the company to attract audiences towards the product (Statista.com, 2022). The comments of the customers have to be monitored by the marketing team to communicate with them on messenger or WhatsApp to satisfy their queries. CRM or customer relationship management can be best developed by making a constant presence on social media.

YouTube

On the other hand, another social media platform YouTube is equally effective to gain customer approach and developing interest towards the business venture. The SCAMPER process can be used while developing business strategies on YouTube (Wang and Chan-Olmsted, 2020). The development of contents regarding the product development, utilities of the products has to be sustainable, combination of reality and accessibility, adaptive, modifiable, put to another use and reversible. The YouTube videos and the *influencers* can be used to promote the product book reading tablet to reach to the target audiences.

The social media promotional strategy is very effective in the present digitalised world to get to know about the strategies of the competitors and real-time data of customers' preference without investing much time and market search.

Use of Paid Search Engine

Paid search optimisation has been regarded as a kind of digital marketing strategy. Business marketing in the innovative way of presenting products towards target audiences can be utilized by maintaining a paid search engine (Das, 2021). Paid search engines such as Google have been used by the digital marketers to increase the reach of the website in the e-Commerce Business. Placing the ads higher in the business marketing process is the main aim of the use of paid search engine optimisation. Pay Per Click or PPC is the very common way of using a paid search engine. The Reading Maniac will have to pay to appear in the process of marketing. Pay per click on google ads has to be developed by the company to show its products and visibility online. The ses are bought media where the organisation needs to pay to appear in the channels. The placing of higher order of the company website and its advertisements at the focus of customers can be easily directed by using paid search engines. Paid search engines can be used by giving FaceBook ads where the company has to pay to provide advertisements on the wall. These processes of digital media have to be used by Reading Maniac to gain competitive advantage.

Media Type	Description	Examples
Paid Media	These are bought media, where the organisation has paid to appear in the channel.	<ul style="list-style-type: none"> • Print advertising • TV advertising • Google ads (pay per click) • Facebook etc.
Owned Media	This is media owned by the brand	<ul style="list-style-type: none"> • Website • Blogs • Email list • Mobile apps • Social presence on Facebook, LinkedIn or Twitter • Offline media include brochures and retail stores
Earned Media	Traditionally, this was publicity generated through PR. Now includes conversations in social networks	<ul style="list-style-type: none"> • Customer feedback in Facebook (Likes and posts), Twitter etc.

Figure 2: Media types

Source-

The role of customer journey

The development of the marketing plan plays a significant role in understanding, communicating and assuring the customers' needs efficiently. In order to make the development of the *Book Reading tablet with a heart rate detector*, customer's expectations and satisfaction levels are necessary. The development of the marketing plan involves the customers journey and identifying the major factors that could bring advantage to the business.

Customer journey maps

The customers' journey map is known as the visual storyline of engagement process the customer has with the product or service. The creation of the journey map involves the organization directly with the mind of the consumers in order to obtain and understand the customers' needs, expectations and perceptions (Palazón *et al.*, 2022). A journey map helps in layouting the touchpoints that the customers may have with the product or brand. This helps in improving the customers' experience and creates a customer-centric organization. This is all about the interaction process between the customers with the organization. The customers'

journey map involves different stages such as awareness, research, discovery, engagement, negotiation, payment and debt resolves.

Accepting payments

In order to make the marketing development plan efficient with the customers' preferences, the payment method is also included. Through the development of the e-commerce development process, generating revenue has become easier and it has made the potential customer base grow efficiently. The various ways to payment such as through debit cards, credit cards, PayPal, ApplyPay and GooglePay and others. These various options have made the marketing plan effective. In order to measure the customer journey it has been obtained the customer journey mapping tool has been used in the marketing development process. It is designed in such a way that helps in improving the customer's expectation level.

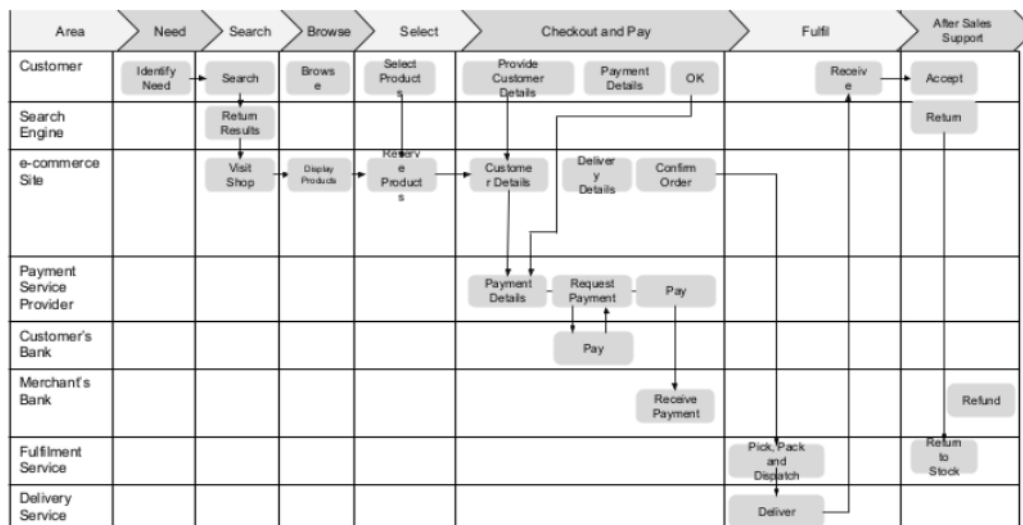


Figure 3: Customer journey in e-commerce journey

(Source: Gaillard, 2022)

KPI

The KPI or the Key Performance Indicator helps in measuring the performance and value which has been effectively making a progress in the market and helping in making the key business objectives more accurate (Gaillard, 2022). It has the ability to track the performance level of an organization and make development according to it. As the development of new product "*Book Reading tablet with a heart rate detector*" needs

feedback process from the customers' for knowing their views on it can be done through KPI. Organizations use KPIs for identifying and evaluating their success in the present market.

Role of E-Mails marketing

Email marketing is another way of developing the digital marketing process for business companies. In the case of **Reading Maniac** the promotion of launching "*Book Reading tablet with heart rate detector*" can be progressed with email marketing. As per Mahmoud *et al.* (2019), the company can arrange a ***pre-launch promotion*** to gather email addresses of the suppliers and other stakeholders to send email regarding the product launch and other discounts associated with the product. The email marketing can be used by Reading Maniac to send ***promotional emails*** to the target customers and investors, suppliers. The special offers on Women's Day, Mother's day or other occasions can be informed to the customers by providing promotional mail.

The company has to take consent from all the individuals before sending commercial email. ***Transactional email*** regarding feedback collecting, order confirmation and goods dispatch can be sent by Reading Maniac to the customers to improve the relationship management with them. On the other hand, ***customer lifecycle email*** is useful to analyse the customer journey and association with the company. The development of product life cycle and communication with the customers can be best utilised and maintained by using email marketing.

D. Privacy and data protection requirements

Consideration of Data Protection Act 2018

The organizational work process, confidentiality and privacy can be managed by maintaining several principles and policies. *Data protection Act 2018* is such an effective policy to maintain the protection of data in the business process especially e-commerce business development sector (Li *et al.* 2019). In the case of the Reading Maniac company, the data protection act 2018 will have to be maintained while collecting customer data of order receiving, customer details and private official data. The information and data of the employees of the company will have to be kept safe in the business process. Any violation of the data protection in terms of losing official private data of customer ids for employee data, data protection act 2018 can be helpful to find legal solution.

Privacy and Electronic Communication Regulation

Privacy and Electronic Communication Regulation (PECR) 2003 has been developed to maintain protection and privacy of the customers while dealing with e-commerce or online shopping. The privacy and safety of personal data of the customers have been kept safe by PECR (Mulligan, 2003). This regulation has been created to provide customer safety in the digital promotional process of business. The strict principles of PECR are effective to provide customers the choice of selecting commercial emails in their mailbox. On the other hand, PECR rules provide authority to the customers to receive business promotional mail according to their choice. The business companies such as Reading Maniac will have to take consent of the customers before sending them email regarding product promotion.

“Opt out” of marketing communication

As per Habib *et al.* (2019), *opt in and opt out* are two types of consent that the business marketers can use while developing digital marketing relationships with the customers. Using these two kinds of consent the customers can continue communication via email with the companies or can restrict the receiving of email. The kind of email customers want to receive in the mailbox is regulated by opt out and opt in communication. The message receiver has the full right of selecting the types of message he wants to receive in the mailbox. “Opt out” communication indicates a person has to actively take part to withdraw the consent from something. The customer can discontinue the communication with the marketers by developing opt out option and choosing the denial option.

Supporting the “right to erasure”

Right to erasure or the *right to be forgotten* is a kind of right that can be used in certain circumstances. As per Saxena and Beg (2021), any individual can make a verbal request or written request to develop communication with the target audiences. The right to erasure request provides the receiver one month timing to respond to the respective proposal. In that case the receiver of the email can deny the request or accept it within one month. The digital marketing business is dependent on the right to erasure business processes to provide permission to the marketers about developing business requests and gain the business advantage. Reading Maniac will have to follow the rules and regulations of right to erasure before sending email to any customers.

Security and importance of the following

Secured the access to the cloud provider

In order to make the security level more efficient for the development of the product ***“Book Reading tablet with heart rate detector”***, the cloud security system can help in managing these processes. It enables the monitoring process and helps in accessing the business data through formulating various policies (Achar, 2022). Cloud security helps the organization to gain micro-level visibility into the data on the demand service and their mobility. In order to make the development process of the product in the UK, the data is the most valuable asset for the organisation in the current days. The data which contains the ideas and procedures of making the ***“Book Reading tablet with heart rate detector”*** improved can be protected through the cloud server. The access control in the cloud security is involved for protecting the necessary data.

Default access and frequent changes

One of the important features of this product is that it provides a chance to users to monitor heart rates. It is important to measure the different types of variations in terms of measuring volumes of blood circulation. The addition of this feature in the instrument can help in providing chance in terms of frequently estimating the “pulse variation” as well. This product can help in providing different health-related information to the users. This way it becomes possible to evaluate different types of “cardiovascular-related” information. However, it is important to ensure and maintain the privacy of the personal information user share using this application. According to the opinion of Castaneda *et al.* (2018), the incorporation of digital technology in the PPG-based monitoring process can help in the early detection of heart disease. The inclusion of features such as monitoring “chronic diseases” can improve the aspect of this product. It also includes assessment of different psychological conditions such as monitoring heart rate or assessing existing conditions of the user.

Encrypting traffic in transit and at rest

This device can help in assessing the existing health of the heart of the user. Data encryption accounts as an effective technique that helps in ensuring that no unauthorized user gets hold of personal information such as the heart health of the user. One of the important conditions in this regard is that it is essential to include features such as saving data to “persistent media”. This is an important condition that highlights a strong process. In the process of transmission of information, a high probability of interception of data can occur. In this product, data can only be encrypted when it is in transit mode. Encrypted data makes it unreadable when it falls into the

hand of an unauthorized user. This particular feature can ensure the security of every piece of information by the user in the application tool

Conclusion

In this report of product development proposition the analysis of the chosen product book reading tablet with heart rate detector has been developed. The target market of the chosen product, required promotional strategies and innovative approach of the product facilities have been discussed. The development of e-Commerce website of this product has been evaluated in this report. The marketing strategies such as social media marketing process using FaceBook and YouTube has been evaluated in this report. The use of the digitalised process of business development of Reading Maniac has been illustrated. The technological facilities of the product have been described. Privacy and security of the product has been analysed by maintaining security regulation and business policies in the digital e-Commerce business process. The security and development of default access and email marketing for product development has been figured out in this report.

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