**Literature review**

**Hani (2012)**

This study highlights role of marketing system in Bangladesh by analyzing case of Grameen Check, which produces environmentally friendly fabric working with people in rural community under role of marketing in the economic growth of developing country.

**Sirgy et al (2011)**

This paper try to find the answer of question whether marketing activity contributes society well being ? The role of economic efficieicy. Results in increase marketing activities and economic efficiency in county characterized low in both dimension show significantly increase quality of life in those countries.

**Rehman et al (2012)**

The study explore relationship among corporate image intangible perceive quality, choosing, habits and customer loyalty and it investigates the pivotal role this variable plays in establishing and maintaining healthy base of loyal customer. Data on Pakistani bank account holder and imperiacal finding shows corporate image plays most important role in establishing and maintaining customer loyalty in market.

**sher (2011)**

This article proposes to opertionalize criteria that can be used by marketer for making such determination and attempts to provide some clarification towards our understanding of the concept of manipulation and the condition for moral acceptability of manipulative marketing practices.
**Williams et al (2011)**

The study explore whether service dominant logic needs to be modified, if one wishes to construct theoretical frame work for analysis of marketing that has ethical consideration fully integrated. It critically evaluate the claim that foundational premises are inherently ethical and conclude that S/D logic should be modified.

**Peloza et al (2009)**

This paper is extension of argument that employee volunterism is motivated by egoistic, altruistic and organizational citizenship motives. The paper finds that volentier oppurtunities that fulfill egoistic and organizational citizenship motives will be effective, but that the ultrasive motive is not significant.

**Daves et al (1995)**

Study describe an important part of organizational buying process, namely pre purchase information search. Also the influence of range of information sources on the choice of management consultant.

**Borland et al (2012)**

Article examine the relationship between marketing and sustainability through dual lenses of anthropocentric and ecocentric epistemology. Also article outline several opportunities for management practices and further research.

**Vanhemme et al (2011)**

Experiment in the Netherland examine the influence of three core cause attributes – Cause type, Cause scope, Cause acuteness on consumer perception of corporate image. Results into
negative direct relationship between cause scope and corporate image. Cause acuteness only marginally influence in corporate image perception.

**Carrigan, Morees, Leek (2010)**

This article examine weather small organization can foster societal change towards more sustainable mode of living by synthesizing 4 key stands of literature – Small business corporate social responsibility, ethical consumption, Community marketing and diffusion innovation using case of Modbury town.

**Hassan (2012)**

The study helps to understanding of value proposition from academic prospective as regards actual understanding at what customer perceive about the organization. the result is value can be created through one than more element such as price, quality and location.

**Filip (2012)**

Aim is to highlights which a major components of the educational market environment what specific opportunities and threats can be created for educational institutes and what market research methods and tools can be applied to investigate them.

**Varghese (2009)**

This paper emphasize on active state intervention in higher education. Needs to redefine the role of state in the change circumstances. Given limited resources at its disposal, the state may better target it limited resources to disadvantage group of society to improve overall quality of higher education.

**Filip (2012)**
Marketing role is analyze from both social and service prospective in order to explain its utility to individual; universities and communities as a hole.

**Riza et al (2011)**

The paper, firstly, puts forward very briefly the concepts of City Identity and Branding with an emphasis on city image, which is limited to the contribution of iconic buildings. Secondly, the paper discusses the contribution of iconic buildings through their meaning in terms of the image of the city to QOL.

**Makienko et al (2012)**

This paper describes a class project designed to teach students how to apply marketing research concepts in the context of surveys developed and used by local small businesses to assess their customers’ views of the company’s products and services.

**Rudd et al (2012)**

This study is an exploratory research consisting of 51 interviews with Chinese students enrolled on the course at a Business School. An integrated model reflecting influences on decision making was developed from the analysed data that are contextualised for this particular market segment.

**Becket et al (2012)**

In this paper the findings identified potential benefits such as enhanced student motivation, satisfaction and achievement. However, it also identified a number of challenges, including the attitudes of staff and students, which must be overcome if potential benefits are to be achieved.
Boulton (2011)

In this paper U-Map is an attempt at classification describing the diversity of universities by mapping activities, not quality: its purpose being transparency for stakeholders. U-Multirank is an attempt at ranking evaluating quality in dimensions analogous to those of U-Map: its purpose. LERU applauds the attempt to create U-Map as a description of diversity, but is less enthusiastic about U-Multirank.

Alniacik et al (2011)

Accordingly, in this study, we examined the independent and joint effects of (a) company’s perceived reputation (b) employees’ affective commitment and (c) job satisfaction on turnover intentions of its employees. For this aim, we conducted a field research on 220 employees working in the higher education industry.

Dorri et al (2012)

This paper aim to review researches on value chain in higher education and related fields. Some of these researches applied the basic Porters value chain model in explaining part of the activities. But some of them believe that the Porters model is designed specifically for business enterprises not social services organizations, and higher education as a service sector needs a specific value chain model which can explain process and components of value adding in this sector.

Alkhalaf et al (2012)

This paper presents findings from a study evaluating eLearning systems in the Kingdom of Saudi Arabia (KSA). E-Learning Systems are a technological development that have reformed and restructured the delivery and interaction of students and teachers with course materials and related resources. E-Learning systems have been widely used in developed countries and have recently become more popular in many developing countries.
Gunes (2012)

This study is about a discussion on building entrepreneurship skills in design education. With the changing role of the designer, the study supports the idea that teaching initiative entrepreneurial skills is essential as design skills for design students to survive in business world. For this study will define design entrepreneurship with its sui generis requirements. The study also discusses ways for design students to improve their entrepreneurial capacity via specialized courses and proposes an initiative–intensive skillful curriculum.

Aljardali et al (2012)

This paper aims not only at proposing an adapted BSC to the Lebanese PHEI, but it also aims at suggesting a model that creates a framework for the overall organizational performance (OP) in Lebanese PHEI and, we think, in PHEIs in general.

Supriyadi R (2012)

In this paper role of universities local economic development and triple helix has explain with co relation with each other to social upliftment.

Meek et al (2011)

In this paper this reflects a major change in attitude towards investing in higher education – a greater recognition of the contributions of higher education and research to economic growth and national competitiveness. Thus, education, especially higher education, is now seen as part of the solution and is being included as an element in recovery plans and stimulus packages.

Green et al (2007)
This book examines the role that education has played and can play in ‘successful’ engagements with the global economy. Its regional focus is East Asia and its country focus China, India, Kenya and Sri Lanka. It is based on secondary evidence drawn from the academic social science literature and from surveys and reports produced by governments, multi-and bi-lateral agencies and NGOs.

**Nauta et al (2004)**

The paper will draw on the views of those who have been involved in accreditation in Britain and in North America. Both countries have had forms of accreditation for decades. These views will, at a surface level, help to identify the perceived benefits and problems of accreditation. However, those same views, when critically deconstructed, will also raise fundamental issues about accreditation.

**Kezar (2001)**

This work focuses on providing the reader several key insights into the change process by (1) presenting a common language for organizational change; (2) describing the multidisciplinary research base on change; (3) highlighting the distinct characteristics of higher education institutions and how this might influence the change process; (4) reviewing models/concepts of organizational change derived within higher education, comparing and contrasting different approaches; and (5) providing principles for change based on a synthesis of the research within higher education.

**Rainisto (2004)**

The aim of the present study is to evaluate which are the most critical success factors in place marketing, and how these factors could be utilised in place development. The study builds a framework and analyses place marketing practices from the perspectives of the process, assessment criteria and success factors. The main research focus is on marketing management aspects in place marketing.
**Kotler (2002)**

In this book, satisfy the target market’s needs, wants, and demands, marketers create a product, one of the 10 types of entities (goods, services, experiences, events, persons, places, properties, organizations, information, and ideas). Marketers must search hard for the core need they are trying to satisfy, remembering that their products will be successful only if they deliver value (the ratio of benefits and costs) to customers.

**Salmi (2009)**

The report starts by constructing an operational definition of a world-class university. It then outlines and analyzes possible strategies and pathways for establishing such universities and identifies the multiple challenges, costs, and risks associated with these approaches.