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How to promote *Massidea.org* to Nigerian universities to achieve cooperation in the future.

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How to promote Massidea.org to Nigerian universities to
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This thesis concentrates mainly on international marketing, e-mail marketing and blogs. The main objective of the study is to ascertain how to create awareness of Massidea.org concepts among Nigerian universities using e-mail marketing. As well as to recognize the possible problems that can occur during the marketing process and to provide possible solutions and insights based on the business cultural ethics. Additionally, the study identifies different ways to contact Nigerian universities in order to set up collaboration in the future.

To collect data for the thesis project a qualitative research methods were chosen via a questionnaire and a semi-structured interview. The method yielded profound information which assisted in generating better ideas on ways to present the proposal of Massidea.org successfully to the Nigerian universities.

The theoretical section of the thesis supports the empirical study and provides comprehensive information on such fields as international marketing, customer relationship management, international negotiation, social media, blogs and the use of e-mail (electronic mail) marketing in addition to providing common knowledge about the topic.

The thesis discusses the barriers that occurred during the research process and suggestions are given by the author on how to carefully particularly consider them and a conclusion is made. Also the process of contacting the universities in Nigeria is outlined and feedback was summarized.

The Massidea.org concept was adopted for the thesis, developed at Laurea University of Applied Sciences, and the thesis writing process was supported by the Massidea.org team.

Key words: -_ Massidea.org, International Marketing, E-mail Marketing, Nigeria, Blog

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1 Introduction

Many of the unprofessional jobs which are created in the OECD countries long time ago are fast disappearing and OECD countries need to improve on the quality of goods and services they provide in order to remain competitive. These demands for a well-equipped labor force with technical and professional skills which are produced through vocational college and high skills which is connected with high level university education. (Schooling and Training - An Economic Perspective 2010)

The move to Web 2.0 can possess a deep effect on schools and learning, resulting in a change in thinking. The Web 2.0 tools promote collaboration, creativity, and communication, and they connect with learning methods, and these skills play a part. The emergence of new tools provides that possibility. (Web 2.0. New tools, New school. 2007)

ICT (Information Communication Technology) “is a new expression of the traditional technological dualism between rich and poor countries”. (Magarita et al., 2009) The adaptation of ICT by education has instilled educational change by enabling reform, better management of education system and it has highly prepared students for information age, ameliorated learning results, and the potentials of learners and makes them fit for the information society. Further it connects closely the gap between those who have access to and control of technology and those who do not have access. (ICT and Education. 2010)

The social network such as Facebook, MySpace they provide implausibly effective communication. Pictures, audios recordings, video recordings, with a connection of the internet it can be easily shared by anyone. Therefore these qualities has brought a different and new level of social networking web sites and behaviors that brings many chances that were not easily or possibly seen. (Digital and Information Literacy, 2011).

Blogs have created ways for organization to share information. The blog creates the voice opportunity to share information and communicate, ideas, opinions, in an open and public forum where freedom of speech is carried out every day.

This thesis focuses on the Massidea .org project concept, introduced, established and developed in Laurea University of Applied Sciences, Espoo, Finland.

“Massidea.org is an open innovation community for sharing challenges, ideas and visions. It encourages creativity among individuals and community by systematically creating networks of people and knowledge sharing. Massidea is an innovative educational environment that provides the chances for personal and professional developments for growth to student and teachers”. (massidea.org)

1.1 Topic justification

The author suggested the plan and the topic of the study for Massidea.org and the board approved it then Massidea team supported the thesis process.

This study aims to identify opportunities in Nigeria for Massidea.org in the future and also incrementally contributes to developing Massidea networks furthermore establishing beneficial plans on collaborating with Nigerian university.

Additionally, for Laurea University of Applied Sciences this study is beneficial base on the fact that Massidea is a unique concept and it is established and developed in Laurea, moreso, marketing the concept would be of incremental value in terms of marketing in the educational field which would create more exposure and generate more foreign networks both across boarder and within Finland.

1.2 The purpose of the thesis

With the already existing cooperation with the Danish and Indian universities on the implementation of virtual internship for students, stretching their network to Africa, Nigeria would be an incremental benefit in developing the concept of Massidea.org.

The main subject of this thesis is how to market Massidea and its concepts to the aforementioned Nigerian universities with the aim of establishing collaboration in the future with them. Moreover, Massidea’s plan in cooperating with potential partners and expanding their network base was put into consideration before marketing it. More importantly one of the main goals of this study is to search ways on how E-mail marketing can be used efficiently with the aim of promoting Massidea.org and creating relational communication with potential partners. Furthermore, on order to produce better results the research gives an insight on what the potential partners think is important, what they want, where Massidea.org need to improve and the benefits for the partners by means of a questioner which would be as a guild to producing a suitable offer and create possibilities for collaboration in the future with the

Nigerian universities. Additionally, the study anticipated outcome is to ascertain likely barriers that might occur during the process and providing solution for them.

1.3 Research approach

The author regarded many options for information collecting; moreover a qualitative research approach was chosen for the study. It gave the author the chances and ability to review pro-found information that was collected using a questioner and a semi-structured interview.

The study helped the author in developing better ideas on ways to present the proposal of Massidea.org successfully to the Nigerian universities.

1.4 Theoretical approach

The thesis theoretical section includes the following discussed topics: International marketing and strategies, international marketing communication, international negotiation, customer relationship management, social media, blogs and the use of e-mail (electronic mail) market-ing. These topics present profound comprehension of the marketing environment and the ac-tivities surrounding it which was the main reason the writer chose it.

Blogs is discussed in the theoretical section due to the fact that Massidea operates on an open resource to provide the opportunity for communication, generating and sharing ideas, discuss-ing challenges in addition Massidea concepts provides better tools to enable quality learning and mentor to occur.

Social media and services marketing are important in the theoretical section because it ena-ble total participation of students and teachers as well as providing the best opportunity for students to read and write. It provides educational services that can be implemented in vari-ous universities and Massidea is an effective forum for discussion and collaboration.

E-mail marketing is an essential part of the theoretical section because it enables the writer to contact the universities and to communicate effectively thus, it also enables the author to respond quickly to any enquires and at the same time obtains feedback on the offer.

The idea of marketing Massidea's concepts is provided in the theoretical background which enables the author the knowledge on how to start the offer and the process for collaboration with Nigerian universities.

1.5 Scope and limitations

The thesis focuses on international marketing communications, international marketing and international negotiations.

The scope of the thesis includes the area of social media and networks, blogs and also the use of e-mail marketing as well as customer relationship management is discussed in the study.

Excluded from the study include product adaptation as well as product and brand management. The study does not cover distant learning and the problems faced by the developing nations to achieve distant learning tools.

Thus, by sending questioners and interviewing the lecturers, the international coordinator and contacting the Nigerian universities lead to the collection of data.

1.6 Structure of the study

There are 7 chapters in the study: introduction, literature review, methodology, results, empirical section, conclusion as well as recommendations, theoretical linkage and final words also with a summary.

The introduction is at the beginning part followed by topic justification, purpose of the thesis and then scope and limitations.

Literature review and summary of the theoretical framework are showed in the second part. They provide general comprehension of the topic and also approve the research activities.

The third chapter discusses data collecting tools and method of research.

The following are included in the fourth part such as the finding of the study and the empirical section. While in the fifth chapter comprises of conclusion and recommendations. Theoretical linkage is found in the sixth chapter, while the final words and summary are presented in the final chapter.

2 Theoretical background

This thesis part gives a general comprehensive view of the existing literature which was the fundamental principle for the research empirical section. The methodology used for the research was supported by the theoretical knowledge.

2.1 International Marketing

The World has turned to a global village where bridges have been built to cover the divides and to create connectivity and accessibility with technology which now makes international trade easy.

According to Baker (2006, 7) marketing is “an organizational function and set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”. (Baker 2006, 7)

Alternatively, Czinkota and Ronkainen (2004, 4) defined international marketing as the “process of planning and conducting transactions across national borders to create exchanges that satisfy the objectives of individuals and organizations”.

Additionally they point out that, international marketing very much retains the basic marketing tenets of “satisfaction” and “exchange”. International market is a tool used to obtain improvement of one’s present position. (Czinkota and Ronkainen 2004, 4)

Domestic marketing and international marketing refer to the same marketing principles but there are degrees of distinctiveness between domestic and international marketing. The aim of domestic marketing is limited on a national boarder while the international market deals with transactions across national borders (Czinkota and Ronkainen 2004, 4)

2.2 International marketing strategies

There are greater opportunities for firms intending to internationalize and with lots of strategic options available for firms to carry out. Success can be determined based on the specific firm’s culture, the type of sector it is in and the cultural and institutional environment in the foreign country in focus which is the target. (Morrison 2009, 239)

There are lots of reasons for firms to venture into the international market, such as trying to keep up with the competition, not falling behind their competitors to grow or to maintain its growth. A firm needs a profound knowledge of the environment and understands the risks it might bring forth before it seeks for new markets where there is much aim for growth. (Morrison 2009, 281)

It is highly incremental for a firm to take advantage of a successful market with a deliberate move and implementing plans on how the new situation will impact towards achieving corpo-

rate organizational goals with the knowledge that there can also be risk involve. A decision not well informed leads to a disappointment which could be costly to the firm. Therefore firms have to make some research and proper planning in order to attain success. (Morrison 2009, 281)

Globalization shows a firms orientation base on the perspective that the world is becoming connected and that a firm have to expand its activities across national market, due to the increasing numbers of customers operating globally as well as competitors, the pressure and urgency to make resources equal and coordinate activities across national market is necessary. (Czinkota and Ronkainen 2004, 398)

Additionally for a business to succeed the manager have to know that the most important factors that determines success are similar to the other countries that the firm competes in. To achieve economies of scale managers have to carry out a planning process which focuses in international market in order to gain a tool to help balance risks, needed resources and make profits to achieve an eligible long-term position. (Czinkota and Ronkainen 2004, 405)

Managers need to have the knowledge of customers' requirements, specifications and preferences and be educated on the structure of the global industry to be able to identify the factors that drive competition and determine profitability and also need to be aware of the important trends, lifestyles that will indicate customers' expectations. (Czinkota and Ronkainen 2004, 405)

Managers have to be particular about safety issues, economy, performance and design. The structure of suppliers also in terms of much competition in the sector what to be done to achieve competitive edge, the state of technology and most importantly taking into consideration other factors that determine cost efficiency. (Czinkota and Ronkainen 2004, 405)

2.3 International marketing communication

“Communication is a process of establishing a “commonness” of thought between a sender and a receiver” (Czinkota and Ronkainen 2004, 306) .This entails that there has to be persuasion to allow the process of the marketing to function efficiently and effectively. Therefore marketing communication “is a dialogue that allows organizations and consumers to achieve mutually satisfying exchange agreement”. (Czinkota and Ronkainen 2004, 306)

The advancement of technology has made bargaining very easy for buyers and sellers and improves the maintenance of relationship. However there are hindrances that could arise in internet communication on marketing across boarder such as the legal and law of a country,

banning of some certain advertisement of some goods and unaccepted marketing practices in some countries. (Czinkota and Ronkainen 2004, 307)

Organizations have to be particular about the cultural differences and lack of good and sound language skills of customers across boarder in order to avoid barrier in achieving a successful negotiations, also there are other factors such as errors in translations which could make information unclear, additionally a nonverbal language could be a problem if a company is not well instructed on it. (Czinkota and Ronkainen 2004, 308)

To establish success in the outcome of information organizations have to create more awareness, collecting and paying attention to feedback which is very important in order to examine the success of communication. (Czinkota and Ronkainen 2004, 308)

2.4 International negotiation

Companies encounter difficulties when transacting business across boarder due to the complications in the foreign behavior and other custom issues which the negotiation has to do with being up close and personal with their clients. In order to avoid the obstacles, companies have to adjust their method of approach to develop interaction and information sharing which would help them to succeed in adjusting to foreign behavior and transacting business with their international customers. (Czinkota and Ronkainen 2004, 308)

According to Czinkota and Ronkainen (2004, 308) they pointed out the two biggest dangers that organizations faces in international negotiation which are “parochialism and stereotyping” and refers parochialism “to the misleading perception that the world of business is becoming ever more American and that everyone will behave accordingly” which they state that the “approach leads to stereotyping in explaining remaining differences”. Also “stereotypes are generalizations about any given group, both positive and negative”. (Czinkota and Ronkainen 2004, 308)

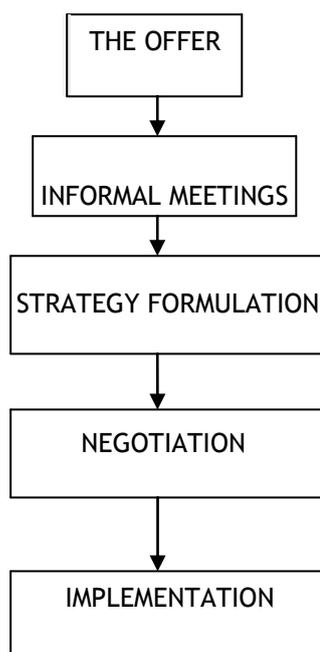


Figure 1. The five major stages of the negotiation process.

The figure describes the stages of negotiation and that culture affects the process and length of the whole part. Therefore the offer stage creates the opportunity for both parties to measure each other's need and the extent of commitment whereby the formal meetings allows both parties to get to know each other and to discuss the terms. In addition strategies are formulated to develop formal negotiation which enables both parties to particularly review and assess every situation that affected the deal to be agreed upon. (Czinkota and Ronkainen 2004, 309)

According to Doole and Lowe companies use online communications to create value and benefit also for its stakeholders by using various tools to create existence of their brands and services by providing necessary information to their customers which in turn will attract users to their websites. (Doole and Lowe 2008, 336)

Companies use the internet, directories, direct advertising, business and trade journals amongst others as an effective tool to communicate from their home base to international market place. Another alternative can be the use of local agency in a foreign market and there has to be a cooperation and coordination between the company and the local agency in order to achieve the ultimate goals. (Czinkota and Ronkainen 2004, 316)

The purpose of an effective and efficient communication is very important in international marketing to maximize agreement negotiation with customers from other culture due to the

distance in region and psychology that segregates companies from its clients and intermediaries. And also to companies have to be flexible to different ways of negotiation and optimizing their approach to customers by information and persuasion to attract and gain customers attention. (Czinkota and Ronkainen 2004, 306)

For communication plan implementation to reduce Obstacles Company make use of standardization and also for corporate identity and global advertising campaigns, for the demonstration of cultural sensitivity and empathy to international customers. Companies adapt the communication across boarder to domestic markets need with sensitivity. (Doole and Lowe 2008, 314)

Standardization creates economies of scale to a company and provides added value to customers. The vast increase of the media such as television communication, written media amongst others have created familiarities in international products and the increase use by customers. The existence of the internet and telecommunications has impacted in creating global customer segment for more global standardized products and services. The internet provides specialist suppliers the ability to make the standard products and services available to their clients and customers globally, and creates competition among small medium size companies and multinational companies on equal terms creating much larger competitors. Standardization can be for visual messages for advertisement comprehension also through the music as an effective part of communication. (Doole and Lowe 2008, 315)

2.5 CRM in marketing

Companies make use of sales office and direct contact to customers in the international market to internalize their effort and which creates the need to augment their customer relationship management. (Czinkota and Ronkainen 2004, 328)

According to Hoffman customer relationship management (CRM) as it would be referred to now is “the process of identifying, attracting, differentiating and retaining customers” (Hoffman 2003).

According to Doole and Lowe CRM (customer relationship management) “allows firm to focus its efforts on its most lucrative customers, no matter where they are from, and is based on the ‘rule’ that 80 per cent of a firm’s profits comes from 20 per cent of its customers” (Doole and Lowe 2008, 433).

Companies have to direct the course of their affairs with customers with less cost and being cautious of keeping their customers loyalty and also to achieve and establish effective and

skilled customer management. It gives companies the opportunity to assort the customers on the point of their past dealings and prioritize them for enticing deals and enabling their contact such as their phone number, e-mail address to be stored in the company data base system. (Doole and Lowe 2008, 433)

The principle of CRM is organization of customers' information. Companies create a fundamental structure for providing managers with ideas into building and affirming a competitive advantage using CRM technology on a global purpose. (Doole and Lowe 2008, 433)

However CRM is not an authentic predictor of customers' behavior for future purposes due to the fact that it puts together customers' information into the company's database in general form and the information are mostly past customers' behavior, which at the same time it holds their information which in some countries it is not allowed as it is seen as piracy infringement. (Doole and Lowe 2008, 433)

2.6 Marketing consumer services

According to Zeithaml, Bitner, and Gremler "services are deeds, processes, and performances provided or occupied by one entity or person for another entity or person" (Zeithaml, Bitner, & Gremler 2009, 4).

Czinkota and Ronkainen point out that "services tend to be more intangible, personalized, and custom-made than goods" (Czinkota and Ronkainen 2004, 467).

Zeithaml, Bitner, and Gremler also stated that "services includes all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provides added value in forms (such as convenience, amusement, timeliness, comfort or health) that are essentially intangible concerns of its first purchaser" (Zeithaml, Bitner, & Gremler 2009, 4).

It has been noted that the most growing sector of trade in the world are services which has outpaced the growth in trade. Different approaches to customer satisfaction are used by services and also it has been noted that "service firms do not have products in the form of pre-produced solutions to customers' problems; they have processes as solutions to such problem" (Czinkota and Ronkainen 2004, 467).

Services can be adapted for customers across borders just like products. Therefore, some services are very much strictly confined to certain products. However some services required special consideration due to their differentiation by their non-equivalent characteristics such

as intangibility, inseparability, heterogeneity, and perishability. (Cateora, Gilly & Graham 2009, 353)

Services are intangible, in contrast to other products that have physical presence such as things that can be possessed or stored and the value of the product is integrated within the physical visibility of the product. The intangibility of services is ensued from the attribute of the uniqueness to services.

Therefore, services cannot be stored and must be used up at the same time with its creation that is why it is perishable while, it is heterogeneous in the sense that it is individually produced and in this manner it is unique and inseparable due to the fact that its existence cannot be jettisoned from its consumption. On the contrary unlike tangible product that can be manufactured in a sole location and consumed somewhere else, also standardized and at the same time there can be determination and maintenance of its quality assurance over time and can be produced and stored in an expectation of the rise and fall in demand. (Cateora, Gilly & Graham 2009, 353)

There are four categories where service can be divided into; they include service industries and companies, services as products, customer services, and derived service. The service industries and company which are within the service sector have their main product to be a service while the service products sell service products to companies and nonservice companies like manufacturers and technology organization and the services are intangible offering of products which customers pay for in the market place and they value it. Customer service is the provision of service in assistance to a company's core products which is essential and necessary to build customer relationships. An alternative into what service means is with derived service. It is a general knowledge that all products and visible goods are valued for the services they offer in other words the satisfaction that customers derived from tangible goods is definitely the service offered by the product and not the product itself. (Zeithaml, Bitner, & Gremler 2009, 4-5).

2.6.1 Global transformation of services

The rapid rise in the service industry is a world occurrence which has impacted on average to the gross national product of many countries particularly of the industrial countries. By and large there have been a large extent of shifts in the business environment and innovations in technology due to the fast rise in international services marketing and the main change is the reduction of services regulation by the government in the last decades which in other words is known as deregulation. Deregulation was introduced in the mid-1970s, which was to take out government intervening in the marketplace with the idea of improving competitive activity

which brought about to service sectors some incremental benefits and suffering in some service sectors. The idea of deregulation have been widely spread across the world and has brought about the introduction of new competition and competitive practices as a result of changes in prices and rise in the demand which lead to the increase of service trade.

In addition, technology have played a role as a factor for the rise in the service trade, improvement in the technology creates new ways and opportunity of doing business which allows businesses to expand their market internationally, businesses such as transportation, banking, consultants, schools, telecommunication sectors and lots more. However deregulation has brought changes, such as reduction in the regulation of service industries by their industrial groups. (Czinkota and Ronkainen 2004, 473).

2.6.2 Typical international services

There are lots of firms performing actively and with great potentials in the international market in the service sector.

Areas in the international service sector with lots of capacity for growth are firms such as, Construction, Financial institutions, design and engineering services, personnel management and overall management of projects. The banking services are very competitive sector in the international market which has led to the increase in mergers and acquisitions on a world level, therefore, direct linkages to customers around the world have been established through the possible means of electronic commerce leading to reduction in the cost of intermediaries.

By and large many small and medium sized companies exploits internationally data transmissions and computer operations, were in most less developed nations such as India are highly involve in the provision of international data services. Moreover in the teaching services, there is a high global demand in the teaching of knowledge. With the help of technology teaching services have gone global with the use of video conferences and internet relay teaching materials.

In addition to the typical international services tourism plays a very significant role in the service trade. (Czinkota and Ronkainen 2004, 478).

2.6.3 Starting to market services internationally

The internet provides the opportunity and benefits for many corporations in international service marketing. Web site creation makes it possible and creates the opportunity for offering

of products and services to visitors around the globe. However there could be language barriers and barriers in bringing forth the knowledge of visitors to the web site due to the inability of some organizations or individuals to access the use of e-commerce opportunities, moreover there have to be the use of the traditional advertising and communication approaches such as billboards. (Czinkota and Ronkainen 2004, 479).

Additionally Czinkota & Ronkainen (2004, 479) mentioned that services providers must re-search the situations of the market and see the similarities between the domestic market and the foreign one with a good focus on their area of expertise or specialization.

2.6.4 International trade problems in services

Negotiation problems between nations are of high increase in the service sector; However, new problems have chronically hit the service sectors which are more devastating for firms marketing services internationally (Czinkota & Ronkainen 2004, 474)

Service transactions are often “invisible” statistically as well as physically”. Countries without effective systems and the unwillingness to allocate funds to the service sector are more at the risk of data collection problems. By and large the difficult aspect in data collection in the services is that information gathering in the service sector is more difficult due to the invisibility of services and also it is hard to measure and to trace than goods. Therefore the remarkable state of not being uniform throughout in composition in an international setting such as different categories as used by countries national statistical system makes it incomparable and very difficult examples are in the United States gas and electricity production and distribution are classified as services while in other countries they are classified as goods. The paucity of knowledge and the lack of transparency in information make it very difficult for government to evaluate precisely the effect of transaction in services internationally or the influence on service trade. In addition regulations by governments are frequently enacted without better information that considers the effects on actual trade performance. (Czinkota & Ronkainen 2004, 474).

2.6.5 Brands in international marketing

The image of a brand is the most important aspect in marketing internationally and differentiation for consumers also the perceived value which customers are enticed to, are the important factor in positioning the products in different markets. The products image can imply different values to consumers in different countries, therefore for success in international market there should be overcoming of negative perceptions. In addition the country of origin

effect does matter most, such as stereotypes, for companies to prove that their products does not show or impact negative images nor stereotypes they have to overcome the stereotypes which is the challenge in the international market. The image of a company plays an important role too in business-to-business marketing in the international market it reinforces the vision and values of the company. By and large brands have the potential to add value to the company by providing some price premium benefits, higher volumes benefits, lower cost benefits. (Doole and Lowe 2008, 283-285).

2.6.6 Brand value

It is generally agreed that the greatest brands carries a core values to all their customers by the association that are made with their name. in-order to gain a widespread of consumer loyalty and recommendation there have to be continuous innovation, reliability of products, understanding the customers' needs and wants and more commitment to advertising. Doole and Lowe (2008, 287) states that building brands requires dedicated management of complete marketing mix across different markets. However reluctance in understanding the customer expectations and failure to respond to new competition will lead to a decline in value. (Doole and Lowe 2008, 287).

2.6.7 Country-of-origin effect and global brands

Brands are associated with the value of the product by consumers, brands are used as outward appearances as cues to design, taste, value, performance and so forth. "The brand can convey either positive or a negative message about the product to the consumer and is affected by past advertising and promotion, product reputation, and product evaluation and experience". However, there are several factors that affect the image of brands and an important factor of them all that are of much concern to global companies that are manufacturing globally is the country-of-origin effect on the market's perception of the product. (Cateora et al 2009, 363).

"Country-of-origin effect can be defined as any influence that the country of manufacture, assembly, or design has on a consumer's positive or negative perception of a product". In other word the country of origin of a product is likely to affect the product or brand images. General formulation of concepts can be made about country of origin effects on brands and product, the reason is that consumers have larger indistinct and over simplified conception about some particular countries and specific products categories that they judge based on hearsay, myth and little information And mainly this nature of generalization is typically on some particular products of those countries of origin. (Cateora et al 2009, 363).

There are other factors that can affect the country-of-origin such as the ethnocentrism which is the a situation whereby local people are being influenced to buy goods made locally as a result of national pride and it leads to an attitudes of ignoring to patronize foreign goods. Another stereotype is based on the countries level of industrialization or whether they are in the process of developing. The generalization is focused more on the concept that goods produced in an industrialize nation are more of original and possesses high quality image, while the ones produced in a developing nation are more of substandard but the actual focus is not on the products itself. (Cateora et al 2009, 364).

Cateora et al mention that “one might generalize that the more technical the product, the less positive is the perception of something manufactured in a less developed or newly industrializing country”. Also there is a tendency that foreign made products are favored over locally-made products in less-developed nations. However there are aspects were foreign goods from industrialized nations does not get along well in developing nations due to the stereotypical behaviors of consumers on the quality of foreign made products, an example is in Czech Republic which a survey of consumers shows that 72 percent of Japanese products were considered high quality while German products followed with 51 percent, Swiss goods were with 48 percent and Czech goods with 32 percent, finally the United States with 29 percent. (Cateora et al 2009, 364).

Therefore multinational company have to consider all these factors in its manufacturing, product development and marketing strategy in-order to avoid the negative indistinct conception which can be detrimental to a product’s success unless it will prevail over with effective marketing. By and large once the market gains experience with a product, negative indistinct conception can be over powered. (Cateora et al 2009, 364).

2.7 Social media

Communication is passing through a dramatic change. There has been a movement in a new direction in technology which affects every aspect of how we exchange information. Therefore, there are changes occurring in the way we use the media channels that have been available to us for many years. (Brown 2009, 4).

Smith et al (2011, xii) mentioned that “social media enables the swift and easy development, creation, dissemination, and consumption of information and entertainment by both organizations and individuals”.

According to Safko (2009, 6) “Social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are Web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios”.

Social media brings together two familiar words, social which connotes the ability to interact with and influence others in order to live, while the word media in a common sense includes newspapers, magazines, and television. Each medium is of great significant used to bring an audience by telling an important story or sharing significant news. Therefore social media is about providing conversation from the business point of view and it is also about the ways of monetizing, prompting, and promoting this conversation. (Safko 2009, 3-4)

There are two sides of social media, People talk about your business, your products, and your brands which is beyond your control to stop them. Also there are lots of social media tools which allow interaction among the masses of humanity who may be willing to talk to you and that have access to the internet. An organization have to be very careful of what they do and what they say and whom they it to. There is virtually no control in people’s behavior in what they complain or say in the social media. Moreover there are bright side of social media, companies with great and value added product exploring more customers with the interest of their customers verdict on their products and feedbacks for better improvement and performance social media plays an important aspect for such purposes. By and large companies with social media strategy and expertise with some basic tools and tactics, the company can make use of the social media to its own advantage. Companies have to have a relatively large amount of influence which will create the foundation of successful relationships with customers, employees, vendors, families, and friends. (Safko 2009, 4-5).

Safko (2009, 5) describes three rules of social media for business:

1. Social media is all about enabling conversations.
2. You cannot control conversation, but you can influence them.
3. Influence is the bedrock upon which all economically viable relationships are built.

According to Brown (2009, 51) “Sectors that involve offline participation are going to work better in an area of online participation than those that do not.

The occurrence of social media interactions is creating a whole new dimension for the world of commerce and connection. Materially they are impactful, they cannot be avoided, and it exists everywhere that no business can afford to simply underestimate them. Social

media has an increasing growing and a huge presence which keeps evolving. (Smith et al, 2011, xii)

Taking into account of the increasing growth of the most popular social networking sites, facebook as an example which is the largest and the most popular of all the social networks, topped 500 million users worldwide in 2010 and at present growing at a rate of 500,000 fresh users daily. Twitter holds 105 million users which add 300,000 users per day and it is forecast to process 6.7 billion tweets per month by January 2011 while the other social networks such as LinkedIn and MySpace have 60 million and 57 million users, respectively. (Smith et al, 2011, xii)

There has been a change in the paradigm, where by several years ago the social networking sites were the concerns of young people, now older adults are impacting increasingly of the growth. In addition Smith et al (2011, xii) gave an example on a “recent AARP study found that use of social networks by those over 50 has tripled in the past 18 months, and once baby boomers join a social networking site, one-third of them visit at least once a day”.

The social media has transformed one-way monologue into cooperative interactions, usually conducted via the internet. It has made peer-to-peer interaction become prevailing. It involves everyone, everyplace, in all-the-time conversations both a company’s employees and the consumers and large observers of its products. (Smith et al, 2011, xiv)

2.8 E-mail

E-mail is the most reliable way to stay connected to customers, transact business with them, resolve problems, entice new customers, developing trusted network which is practically without any cost and it is also the oldest forms of digital social media. It is outstanding when e-mail is used in a proper order, whereby the rate at which it convert prospect customers into actual customers. E-mail has the ability to exponentially supersede the outcomes generated by conventional direct mail, magazines, newspaper and cost prohibitive radio and television advertising. (Safko 2009, 95)

For maximization of e-mail, there are some particular factors which should be taking into consideration. For instance the first thing recipients focus at, is the sender of the e-mail: And what is presented in the inbox and what is presented when the e-mail is opened, there has to be clarification to make it easier for the reader to understand the message and to know whom the sender is and the name also the name of the company. (Safko 2009, 99)

The subject line is the heading, which is viewed before the opening of the inbox and the message gives an insight of the subject to the e-mail. The subject line plays an important determinant whether the e-mail is to be opened by the recipient or not based on what is written on the subject line. The subject line aims to attract the viewers' attention which can be a competitive advantage for companies and the subject line should not be written in capital letters. (Safko 2009, 99)

The preview pane plays an important role in attracting the recipient attention to open the message; it is an element in most e-mail programs which allows the recipient to read the first lines of the message.

Open rate is helpful because it measures statistically the amount of recipients that accessed e-mail messages, and also clicked on a link that has been made.

Pass-alongs this indicates the amount of e-mails forwarded to other people by the recipients.

The e-mails that did not arrive where it is directed to, and that was sent back to the sender, known as bounces. This appears as a failure delivery and therefore it has to be monitored and to get rid of it.

Soft bounces are provisional problems that occur when sending e-mails and such reasons for the undelivered e-mails are due to full mailbox or a server down. However the e-mail can be resent some other time in order to be delivered.

Hard bounces are e-mails sent to a nonexistent domain, such e-mails have to be deleted without any reservation and there should be correct and accurate checking of recipient address before sending e-mails in order to save time and eliminate unnecessary waste.

Opt-ins is when promotional messages are being received by the recipient on the recipients consent. Additionally the opt-ins box can also be checked in numerous amounts again.

Content is an essential and very important part of the e-mail and also a great element for brochures, web pages and direct mail. The content requires proper clarifications, expressive and meaningful messages in order to attract a large amount of attention. An unclear and uneasy messages sent across to potential customers will be ineffective. (Safko 2009, 103-104)

The headline of the contents plays an important aspect, it has to convince the potential customers of the significance of the products and convey the value to them, and to enable the recipient to move on to read the messages in the inbox moreover, with better clarity and suc-

cess in convincing the customers that the product and service is deserving of the overall cost of the unwieldiness and money then they will follow the e-mails message's call. (Safko 2009, 103-105)

There is a high importance in contents, but to convince the recipient to open the e-mail the header is strongly of great significant "The subject line should seek to sell not the product-but the advantage gained by its purchase (Charlesworth 2009, 301).

3 E-mail marketing

E-mail has a lot more potential in marketing which can be clearly seen by the way it is competing with the other media as a form of direct communications. According to Chaffey (2007,7) "Worldwide, the compilations of research published at ZDNET (Dave 2007, 8). estimated that the number of e-mails sent increased from 5.1 million per day in 2000 to 135 million per day in 2005".

Traditional direct mail offers less practical benefits than e-mail. E-mails offer the possibility to send more and good-targeted messages to different recipient which also can be used to induce many more recipients to reply, due to the lower cost efficiency. E-mails can be used as reminders for occasions and sales promotion, and multiples of follow up messages based on the number of respond in total. (Chaffey 2007, 8)

E-mail marketing achieves better response than traditional direct marketing which is impracticable to send many communications due the cost it incurs, unlike e-mail marketing which is less costly.

E-mail marketing attracts a high and more rapid response rates and a shorter duration. The overall cycle time of an e-mail campaign starting from its production to delivery and response is much quicker than the traditional mail.

E-mail can be used for marketing research, the opportunity and benefit provided by e-mail is that it enables the business to communicate more frequently with other businesses and customers due to the lower cost benefits. (Chaffey 2007, 8-9)

3.1 E-mail marketing and web-site based marketing

Audiences are attracted by the content that is displayed on a web site, whereby the most important beneficial factor of a website is that it allows its audience the choice of self-selection. However the problem is that, the audience it attracts, when they leave the site

they may never return. In such case the e-mail plays an important role such that it can be used as a reminder of the company's product and the importance of the company, if the audience e-mail can be captured. (Chaffey 2007, 12)

E-mail marketing is an important aspect of the e-marketing communications mix. The advantage of using the e-mail for marketing is that the marketer can reach out to its customers based on the lifestyle of the customer and what they are much interested in and also making use of the e-mail newsletter on weekly and monthly bases for critical knowledge. (Chaffey 2007, 12)

In-terms of targeted communications, the e-mail is prospectively more better than a web site the reason is that the marketer and not the customer chooses who receives any information were as web site creators have to concentrate on different audiences which could be a lot more complex for customers in different segment to find the communication that have been developed for their best interest. Moreover the web site does have an advantage over the e-mail in some areas. More and profound Information provision could be achieved easily by multiple web sites, In addition combining the e-mail with the web to gives detail information, provides a potential and an incremental results. (Chaffey 2007, 12)

4 Blogs

According to Scott (2010, 59) "a blog is just a web site. But it's a special kind of site that is created and maintained by a person who is passionate about a subject and wants to tell the world about his or her area of expertise."

Blog is the potential tool for marketing and PR speaker. The tool is an effective tool to help the marketer accomplish the needed goals. It allows an organization to push ideas into the market place and helps in generating instant feedback (Scott 2010, 57).

Blogging is a medium that provides experts and new marketers with the opportunity in such an easy way to impact their opinion in the web-based marketplace of ideas. However it is very perilous for a company not to pay attention to blog discussions as well as their product review, because the organization reputation depends on it and most times they are not being trusted by members of the public who pay attention to the discussions on their blog. (Scott 2010, 61)

There are lots of reasons why companies need to involve in blogging, first, in order to monitor peoples verdict about the company and its products and also about the marketplace. Companies have to preview blogs and to involve in blogging in the area of interest for profound un-

derstanding on issues concerning their stakeholders, corporate reputation and blog etiquette and to create close relationships with the bloggers that write about the organization's industry. (Scott 2010, 63-64)

4.1 Theoretical framework

This chapter of the theory deals with the concepts and ideas that were used to support the research operation.

Firstly, chapter 2 discusses issues concerning the international market, opportunities and the advantages derived by companies that internationalize their activities and also the risks involved.

Additionally, the chapter also focused on international communications, due to the fact that market barriers and cultural differences, time zone and languages make the international market more complex. More so companies have to be up-to-date in technology to meet the challenges in communication with the customers and to pay attention to feedbacks. Other opinions were made on how to surmount obstacles.

By and large the international negotiation is included in the theoretical chapter, based on the importance of transacting business successfully to countries with different negotiation style. And in this chapter includes the risk in parochialism and stereotyping in the market place, for companies to avoid them in-order to achieve success.

International trade problems in services is discussed in this chapter since many companies aims to getting informed on the likely problems in marketing services internationally such as the different and ununiformed categories as used by countries national statistical system, therefore, companies have to be particular about this in order to overcome the problems and also government regulations on service trades.

To give a proper and clear comprehension to the case study social media is mentioned in the theoretical part, since this research is based on social media also creating awareness on the changes in the paradigm.

E-mail marketing is included in the chapter, it will guide as an insight towards sending professional messages for the research purpose for achieving success and quick responds.

Blog is an essential part of marketing tool which facilitates feedback and customers verdict on products and companies image and also offers opportunity to get information on the latest

issues on the industry of operation and at the same time vital for improving of company's image which makes it an important part to be listed in the theoretical framework.

5 Research approach

The practices, procedure and rules that were used by the author to achieve the goals and aim for the research are described in this chapter.

The initiative was taken to put together and send an official e-mail to the contact persons of 3 Universities in Nigeria. The contents of the e-mail included general information about Finland, the universities in Finland and the system of education, Laurea University of applied sciences and general information about Massidea.org.

Five days later, couples of e-mails were sent to the universities to remind them on the offer with a detail and profound information about Massidea.org. The e-mail included information the opportunities, benefits for cooperation Massidea.org offers to its partners, which includes collaboration of courses, E-learning, virtual internships, exchange programs and common projects for the betterment of both partners.

5.1 Research approach

Qualitative and quantitative approaches are the methods that can be used for research study. Research purposes and the type of information sought differ from study to study depending on the approach used whether it is qualitative or quantitative research approach. (Integrating quantitative and qualitative methods in research: Tailor 2005)

The figure 2 shows that the quantitative approach usage helps a researcher to put together information from large group of people. Structured questionnaire with multiple choice questions should be used for receiving data which can be informative.

Quantitative	Qualitative
Quantitative data is more product but may miss contextual data	Qualitative data is time consuming and profound
Data is in the form of statistics and numbers	Data is in word form
The purpose is to categorize features and count them	Detail description complete is the aim
Every part of the study are particularly designed before the collection of data	The design shows as the study proceed
Questionnaires are the tools used by researchers	Researcher is the data gathering instrument
Researcher has clear knowledge in advance	Researcher may have clear knowledge in advance

Figure 2: Features of quantitative and qualitative research (Qualitative versus quantitative research: Key points in a classic debate, 2007)

Qualitative research was chosen for this research for proper accounting of actions and steps carried out within the study. The flexibility and ability to review profound information than quantitative one is the reason for the consideration to apply it and also it opens one to new information that was not planned initially and allows respondents to express their opinion, ideas and verdict without any reservation which in turn brings the understanding to such decision making.

Qualitative approach can be used for information gathering, creation of questionnaires with multiple choice questions which leads to data collection information retriever. Therefore qualitative approach helps a researcher to explore attitudes and behaviors of respondents.

The success of the study is based on the respondent's motivation and attitude, which can be captured only by qualitative research. On the other hand quantitative research does not display the wishes and needs of the respondent that are important and can generate new ideas for betterment of the study. Gathering deep and novelty information is essential. Moreover getting information of the weakness and strength are contributing factors to its successful development.

5.2 Questionnaires

The choice to use a questionnaire was considered as a method of obtaining information due to the fact that it they obtain responses in a standardize way and are more objective also they collect information used to validate the hypothesis of the research study more quick.

Possibly information can be collected from a large proportion of group in a short period of time and in a possibly cost effective way with limited affect to its reliability and validity. The researcher can easily qualify the result of the questionnaires on time and with ease.

Additionally the questionnaire gives the opportunity to create new theories and also used to measure changes when data has been quantified. Questionnaires reduce bias and are less intrusive which makes it easier to analyze results.

There are some factors that influence the validity of the questionnaire, which includes, short questions, multiple choice questions, misinterpretation of questions and some numerous other factors.

The questionnaire were sent to the contact persons through e-mail due to the distance between the researcher and the respondent, this way of sending information was suitable because of the easy access and ability to gather information on time, also it allows more time for data collection. And the interviewees were the lecturers in the 3 Nigerian universities and the dean of faculties.

At the course of contacting the universities for the research information needed the questions were compiled in advance (The list of questions can be found in the Appendix I).

At the beginning of the research the author made a formal and brief introduction of himself, Laurea University of Applied Sciences and Massidea.org by sending the contact persons formal e-mail messages, with the understanding that they have had an insight of the purpose and the importance of the survey.

There was a semi-structured informal discussion by telephone with the international coordinators on their assessment on the offer brought fought to the university and to establish the importance of the offer and the suitability of it based on their own opinion, additionally the lecturers were asked by the author their verdict on likely incorporating into the study plan of the university with Massidea activities, which contributed to the research study.

A week later the author send an e-mail to the universities staffs on their verdict and possible comments based on the information being sent to them about the possible opportunities that would be achieved in collaborating with Massidea and also to make recommendations. The main purpose of the e-mail was structured to collect their opinions on the likely chances of implementing Massidea practice to ascertain their anticipation. Recognizing the motive in decision making on whether application of cooperation is necessary or to decline offer is very important to the author.

The questionnaire, the e-mails and the brief discussion on telephone provided the author of the study research important information on how appealing the offer of collaborating with Massidea was, at the same time gave an overview on the process of decision making in the selected universities in Nigeria.

5.3 Reliability and validity

According to Litwin (1995,6) “reliability is a statistical measure of how reproducible the survey instrument’s data are”.

The basic purpose of reliability is to assist researchers appraise validity as an evaluation of measurement error (Newman & Benz, 1998).

Consequently, to consider a research to be reliable it must show clearly and deliberately if in a comparable context on a comparable group of respondents it were to be carried out, that there will be similar result obtained. In qualitative research reliability can be looked attentively as a fit between what researchers set down for preservation as data and what actually transpire in the natural setting that is being researched (Cohen, Manion & Morrison, 149).

The research met this requirement and consequently every data that was used in the research findings including the questionnaire are authentic and from reliable sources.

Validity can be defined as the extent to which a test produces what it is supposed to produce. However, if a researcher misinterprets the research questions or on the other hand if the respondents fail to understand properly on the questions they are asked, in that case, the chances of errors are inevitable (Nikolas 2008, 171).

The researcher of this study used Basic English words with concise and precise texts in the questionnaire, for the respondents to fully and properly understand the questions in the questionnaire in order to ascertain a high level of validity. The researcher also conducted some short interviews and e-mail messages to validate the results.

6 Empirical studies

6.1 Case: Massidea.org

The year 2009, January was the establishment of Massidea project which was developed further by the European social fund. Teemu Santonen (Principal lecturer at Laurea University of Applied Sciences, Ph.D) maintained and continued it. Presently, the partners of Massidea are 12 partner Universities.

6.1.1 Objectives of Massidea

The objectives of Massidea is the creation of an innovative environment which can be accomplished by sharing meaningful and educative ideas, discussing visions and challenges and connecting people.

People can log on to www.massidea.org register, create a user account and share ideas and information which could be beneficial to the community and also receive the latest ideas and information.

For partners among Nigerian Universities a proposal has been made which offers four types of collaboration such as virtual internship (see Appendix III), E-learning, common projects and also collaboration between courses (see Appendix IV).

6.1.2 Target groups

First of all, there were three different Nigerian Universities to be contacted. These Universities have no cooperation with other Finnish Universities and with Massidea.

6.1.3 Benefits of Massidea.org to partners

Massidea present valuable cooperation which can be helpful to students of Nigerian Universities and Finland as well. The benefits include:

- 1) Studying in an international environment
- 2) Learn to creatively solve problem

Be prepared to face challenges in the future:

- 1) Creation of new business ideas
- 2) Increasing the awareness of other countries cultures
- 3) Growing global network of friends
- 4) Creating job opportunities

Massidea benefits for teachers are:

- 1) A new way of teaching
- 2) Professional development
- 3) A different teaching environment
- 4) A basis for joint projects and networking
- 5) Exposure and international issues discussion
- 6) Improve pedagogical skills
- 7) Collaboration between people

6.2 Nigeria

The economic development in Nigeria has influenced the increase, of broadband built-out and use nationwide. Presently innovative technologies are developed and are used in various tertiary institutions and secondary schools in Nigeria.

Broadband services in Nigeria are growing rapidly and thus the government has implemented a scheme such as the Rural Broadband initiative in local government areas to facilitate easier access to high speed internet which has facilitated the spread of internet use in every city in Nigeria thus making it much easier and affordable to people across the country.

For qualitative teaching process in tertiary institutions in Nigeria, modern technologies have been put into practical effect for standardization of the education. Modern E-library facilities have been provided for speed internet connections to public library and institutions which allows the use of searching information, information retrieval and participating in distance learning.

The broadband and the information technology provide teachers as well as student the opportunities to ameliorate foreign language skills and communication, network outgrowth of contacts and professional knowledge development.

6.2.1 General information about Nigeria

Nigeria is a big country: the population size, the economy and in land scale. The country covers 923, 768 square kilometers and share borders with Benin, Chad, Niger and Cameroon.

According to the result of the Nigerian population census board at the last census in 2006, it had 140 million people and it is estimated that there were 170 million Nigerian in July 2012.

Nigeria is governed with a federal and state structure which has 37 states and the capital city is Abuja. The territory is located in the North Central Geo-Political Zone of Nigeria. It occupies the land area of 7,753.9 square kilometers. Abuja shares boundaries with Kogi, Kaduna,

Nassarawa and Niger states. The official language is English, its currency is Naira. The current president is Goodluck Jonathan. (Nigeria. Facts and Figure)

6.2.2 System of higher education in Nigeria

Nigerian education is managed by the state. Nigeria owns one of the largest university systems in sub-Saharan African. Therefore, with the enrolment of over 400,000 students by the 48 states and federal universities, in addition the university system aids many graduate programs about 9 per cent of enrollment and it is very attractive to students from neighboring countries.

Nigerian formal education system includes:

- 1) 6 years of primary schooling
- 2) 3 years of junior secondary schooling
- 3) 3 years of senior secondary schooling
- 4) 4 years of university education focusing towards a bachelor's degree level.

Nigerian whole tertiary education system both the federal, state and private consists of 220 institutions: 17 federal universities, 4 federal university of technology, 3 federal university of agriculture, 1 national open university, national centers for specialized tertiary institution, 16 state universities, 1 military university, 17 federal polytechnics, 7 private universities, 27 state polytechnics, 7 private polytechnics, 22 federal teacher training colleges, 36 colleges of agriculture, 12 specialized training institutes, and 4 parastatal supervisory agencies.

Nigerian university entry requirements are completed secondary education, joint admission and matriculation board exam (JAMB) and universities entrance examinations (UME). Students attend other additional preparatory courses to get admission to the universities because of the challenges and high competitive examination standard. And the Nigerian higher education is on a fee-paying basis.

6.3 Cooperation between Finland and Nigeria

Nigeria started international cooperation after she became a federal republic due to political reasons. In the early 1960's Nigerian universities started to set up contacts with international partners.

In May 1999 when Nigeria became fully a democratic nation introduced a new terms on foreign relation policy which was articulated with commitment.

Developments in international cooperation with foreign universities are incremental presently, establishment of centers for international cooperation and networking, international seminars are held, exchange programs and joint projects are carried out.

Nigeria and Finland have a diplomatic agreement; there is an establishment of educational cooperation among both countries.

Cooperation between universities from different countries leads to a double degree program.

CIMO is liable for providing assistance, training programs and advice for applicants in Finland. In Nigeria NAS (Nigerian Academic of Science) which is basically for science students.

The aim of foreign relations between universities is to prepare prospective students for the international labor market and to produce an educated and skilled student and also language and communication skills, decision making and to become fully internationalize.

6.4 SWOT analysis

To vividly explain the cooperation between Nigerian and Finnish universities, the challenges and possibilities, the author combined a SWOT analysis (see Figure 3)

The appropriate chances that give aides to the idea of international cooperation are shown in the SWOT analysis figure. Additionally creating awareness of the importance of international cooperation to the staffs and student of the universities can attract interest towards other countries culture and foreign relation such as using information technology which allow the need to communicate quickly and effectively.

More importantly development of technology in universities and the increasing interest toward foreign language and cultures should give the incentive to further develop more foreign cooperation opportunities widen the existing networks. Improving the educational standard and common educational degree with courses that are compatible also with common credit system would bring more possibilities for collaboration.

However there are some problems which could hinder the cooperation possibilities, the cultural view can determine the decision making process and might lead occasionally to lack of mutual understanding. Overall International cooperation with universities does contribute a lot to the increase in the awareness of foreign culture, language educational cooperation.

Strengths	Weakness
Access to information Increase knowledge capacity Share/Access technics and skills Access foreign or joint facility and equipment Encourage further and additional networks Enhance future funding and opportunities compactible Modern study environment	Cultural differences Language differences Education system differences Visas and resident permits Nigerian economic situation The degrees are not completely Less financial resources
Opportunities	Threats
Increase economic performance by increasing- science and technology capacity Growing interest for culture and language Progress in technology Grants Engender goodwill and understanding ncrease communication between the universities	Universities frequent strikes Instability academic calendar Tuition fees Inadequate funding and

SWOT analysis of international cooperation between Universities in Nigeria and Finland

5.5 Result analysis

The outcomes of the research that are obtained are examined in this chapter. The main purpose of the research was to bring forth answers from the principal question of the thesis and to procure further information that could be beneficial to the study and also to be used for future purposes.

During the interviews with the staff of the universities data was obtained.

5.5.1 The offer

The collaboration offered to Nigerian universities for future cooperation with Massidea.org program created interest, However there were impediments to the acceptance of the offer by the universities.

Base on the opinion of some interviewees, they were particular on the uncertainty of Nigerian educational system and academic calendar as a whole due to the issues of frequent strikes that occurs often in the Nigerian universities, in addition the higher education system in Nigeria is different from that of Finland higher education system, thus, little changes have occurred but uncertainties of adapting the activities of Massidea to the university system constricts the universities from partaking in a new international project.

Another factor for the offer being rejected was inadequate funding. There has been a cut in the allocation of fund that is given to support the universities by the state and there is less support by the government with less international grant. This serves as a barrier for the university to collaborate with Massidea.org project.

Additionally, the Massidea.org project is new and to put into practical effect will require more financing for the project and also there are not enough adequate basic infrastructure and research facilities to implement and support the project.

Overall the main reasons for the offer not to be accepted are less funding by the government to the institution; internet access in Nigeria is through a foreign gateway, high cost in transmission, shortage of manpower, cost of acquiring and installing the equipment for required for e-learning is very high frequent crisis of authority.

5.5.2 Communication

The communication process is an important factor that was considered by the Nigerian universities. The e-mail is not enough for communication process; the response rate is very low which lead to the reason why telephone was used in order to draw the attention of the institution for the reminder of the proposal and the questioner for Massidea.org project was sent to international coordinating staff.

E-mails are very effective and easy way of communication; however, some constraints with e-mail communication by the Nigerian universities are lack of infrastructural facilities and inadequate power supply, lack of IT resources and IT personnel, also existing telecommunication infrastructure is in very poor condition. Moreover the maintenance culture is a serious problem amongst Nigerian university.

Bandwidth limitations are another constraint, which means slower performance for sound, intensive graphics and videos, causing long booting for download that can affect the ease of the learning process.

In order to achieve a successful communication the marketer has to have good knowledge of the differences in the education system and the system as a whole and with the competency to vividly send the message across to the contact persons which is very beneficial when marketing to Nigerian universities.

The outcome of the research indicates that communicating the Massidea project to the universities in question were easy and the whole concept was clearly understood which arose interest for collaboration and discussion with the provision of essential information in their feedback.

The universities in question found the concept of the Massidea project essential and beneficial which they also mentioned that the project serves as innovative solutions to improving teaching and learning, and provides the tools for improving performance.

5.5.3 Organizational structure

The organization structure of the aforementioned Nigerian universities posed a challenge in marketing Massidea.org due to lack of information sharing, indiscipline and corruption by the staffs of the universities.

During the course of the interview the author reconnoitered that there were little or no information shared amongst the staffs of the university due to indiscipline and selfish interest. The information a staff in the international office receives is either not sent or it is sent late to the other staffs in the international department which triggers a sense of distrust and a lots of increase tension and conflict.

Good communication in the workplace is important and it helps to ameliorate moral, magnify competency and brings about healthy relationships. Therefore, for a university to be efficient, succeed and to achieve a good healthy working relationships amongst the staff members, there have to be a good communication skills.

For the international department of the universities to be more effective and properly organized there has to be discipline, good communication relationship however, poor communication can obstruct the efficiency of the universities.

Additionally management of the universities have to take proper measure to ensure that corruption practices are abolished and create an atmosphere for transparency amongst the employees also ensure that proper and clear communication flows freely amongst the staffs, feedbacks and ideas sharing for the betterment of the universities.

According to the feedback that was obtained during the course of the interview for the offer of Massidea.org collaboration with the universities, it was mentioned that it has an incremental benefits if executed successfully it can produce and promote a favorable result.

Participating in Massidea activity it can enrich the learning stem and assist students to advance in knowledge, learning and mutual comprehension collaborating with international degree students and experts on online learning environment, collecting and analyzing data and helping them build products. Moreover Massidea collaboration provides students with the opportunity to enhance their career prospect; it can help to develop student's autonomy through self-motivation and self-direction of the student's degree.

For universities, international collaboration with Massidea is an important and beneficial priority for transitioning the universities separation from structural problems such as outdated curricula and skills of the lecturers. It also provides opportunities to network with other part of the world and it contributes to teacher and student exchange, international exchange and master programs promotion.

Among the respondents many of them agree that collaboration with Massidea will bring out effective and positive outcomes due to the efficiency and professionalism of their coordinators. Also there would be transfer and adaptation of knowledge and research.

The aforementioned Nigerian universities that these issues have been presented to, have shown their concern of possible involvement in the future and related their ideas, this proves that there are opportunities for Massidea to expand and develop their network base. However, there are risks of failure when marketing across boarder and although the Nigerian universities have not yet agreed to participate in collaboration with Massidea.org.

7 Research conclusion and recommendation for future research

This chapter contains the main conclusion that is made and reviews the recommendations for work in the future.

The study objective was to establish a possible way to contact the Nigerian universities with the ability to marketing Massidea.org concept to them and generate a long lasting relationship and profitable cooperation in the future between the universities.

The thesis result showed that there was a success and interest generated by the offer itself. The universities recognized the acquaintanceship and the opportunities of potential coopera-

tion and believe that it will lead to the development of a productive education by putting into practical effect the Massidea.org activities.

Furthermore, the goal of the thesis was to establish the likely difficulties and barriers in the process of marketing internationally and the study ascertained some of the impediments and aims to provide advice and suggests ways on how to prevail over them and improving the offer that could be used in much brighter success in the future.

Consequently, it is ascertained that undertaking marketing activities in Nigeria can be challenging due to several factors which was noted based on the result achieved and obtained during the research.

Thus, the result reviews that one of the main cause is lack of communication between the international coordinators of the same university. The staffs hardly share information amongst themselves even to the point the head of the department barely receives information which leads to slow and wrong choice in decision making. Therefore the author suggests that all information should be directed to the head of the international coordinator and in case of any contacting the international office the contact should be directed to the person in charge of the department in other to make sure the right person in charge is contacted. Moreover, due to the beaurycratic nature of the system of the universities, it is recommended that phone calls are necessary few days after e-mail messages are sent, and to be made to the person in charge of the international department for confirmation if the department has received the proposal sent to them and to decide on the possible appointment date for further discussion of the offer. In other to keep them close and not to make them loose interest of the offer, due to the nature of work and loads of work due to lack of facilities.

One of the determinant factor that influenced mainly the decision making process was lack of finance for the project. This barrier became more extremely essential in the decision making process and most universities rejection of the proposal to collaborate with Massidea.org was due to the lack of finance. However, there is no ability for recommendation or suggestion on this issue by the author on this matter; there is no such fund available to the Nigerian universities. The author can only hope for future possibilities of allocation of fund to the universities for developing cooperation.

Finally, one major problem is bribery and corruption which has affected deeply the university system of education in Nigerian. Unfortunately the outgrowth of these practices is that often times it teaches lecturers that they can extort money from students by withholding services and failure for the management to take action against such behavior undercuts project and educational success.

Corruption and bribery was part of the reason for lack of information flow amongst staffs. Unfortunately the author cannot recommend ways to tackle this issue corruption due to the

complexity of the issue because what is considered corruption to some people may be seen as pragmatic project management by other people. In some foreign cultures it is conventional and expected that gifts are given in return for some sort of favors. However the practice of gift given has been exploited or taken advantage of to cover a corrupt practice in disguise of cultural convention.

8 Theoretical linkages

The theoretical section was created on the basis of the objective and demand of the research study. The study is used in the provision of ideas which was used to compose the proposal that was sent to the aforementioned Nigerian universities. The new ideas were added in the research of the study such as, creating new ways to contacting the universities. The author developed ideas on the proposal and ways of recommendation for beneficially making the process of international marketing in Nigeria, which was vividly, described the methodology in the theoretical section.

9 Final words

9.1 Personal learning output

The author of the thesis is a student of the international business in Laurea University of Applied Sciences and has had some knowledge in this area of study. The author had his internship with the Infostrides.com which is similar to the Massidea.com concept and worked closely with the manager and focused more on creating marketing activities for the company.

Consequently the author enjoyed more working on this topic; however, it was changing and not easy. Presenting the offer to the Universities in question was more challenging, which resulted in change in the schedule most of the time.

Contacting the person in charge in coordinating international activities was demanding due to the absence of organization in the department, in addition the large number of the staffs in the international office affected a free flow of correct information. The coordinator of the international office received the proposal after so many attempts and all these affected data collection which also obstructed the process of writing the thesis.

At the beginning of the research the impediment was contacting the person in charge of the international office and phone calls helped to an extent in giving formal notice but in the end the author surpassed the deterrent by making an appointment to meet up close and personal to tender the offer to the international coordinator of the universities.

Therefore, the author learnt on how to be decisive on time and ways to finding solution in times of difficulty which in turn made the author to be always prepared and have contingency plans.

In addition the study modified the author's personal and professional development and at the same time striving with obstacles helped modify the author in working according to schedule.

Reading and selecting literature of the topics in international marketing the author gained more knowledge on the field of international marketing, blogging, e-mail marketing.

Time management skills was developed in the study research which helped the author to plan effectively, set goals and objectives, set deadlines, delegates responsibilities, prioritizing tasks and spend the right time on the right activity.

Data collecting helped for quality control and putting to practical effect, also the analysis was a valuable and great experience for the author.

In putting into practical effect the study research the writer gain valuable experience and practical skills which produce a meaningful result to the writer.

The process involved in contacting and conducting interviews to the staffs was demanding and complex but it was fun and interesting at the same time beneficial. The choice of contacting and communicating with the staffs through e-mails and phone calls produced useful information and at the same time helped the writer to develop good and sound communication skills.

Finally, the writer can state that writing the thesis resulted in enlarging his knowledge due to constant reading of various sources compulsorily needed for writing the study report and critical thinking which is necessary and lastly it provides the writer with a negotiation skill and personal development.

9.2 Further research suggestions

The research study deals with ways, on how to market Massidea.org and create a long lasting relationship with the aforementioned universities and collaborate in future. In inter-cultural business relationships, trust is very important since business partners from different cultural background don't share similar values on how business works; therefore in order to achieve a long-term successful business there has to be trust. For the more research the author would

recommend a topic of understanding different business etiquette existing from different cultural values, in order to develop inter-cultural communication skills and to recognize the quality of the variation of ethical beliefs.

Additionally, it would be very valuable and exciting to research on how to develop common activities within a network, improving exchange of information between universities.

9.3 Summary

The purpose and the goals of the thesis were introduced in the beginning of the study and were achieved. Information was stored, the result was analyzed and presented, and the main part of the thesis question was answered. New topics were included in the theoretical section, insight on how the universities system works were analyzed in brief and recommendations on how to improve the proposal to Nigerian universities were stated by the author.

The author look forward to the future for more research to be carried out and achieving result that would be beneficial and leads to the development of Massidea.

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Appendix 1 Questions for the questioner

- 1) What was your first impression about Massidea.org?
- 2) Have you had an international cooperation with universities abroad?
- 3) Do you think collaborating with Massidea.org activities could be beneficial to your University?
- 4) Is the information about Massidea.org concept useful and clear?
- 5) What is your opinion about the offer?
- 6) What opportunities do you see in possible collaboration with Massidea.org?
- 7) What challenges do you see in this cooperation?
- 8) What are the risk you see in this cooperation?
- 9) What factor influenced your decision?
- 10) If there is any possible cooperation with Massidea.org would it be for long-term or short-term?
- 11) Do you think the cooperation with Massidea.org would facilitate and accelerate transfer of knowledge to your university and vice versa?

A	B	C	D	E	F
Timestamp	Have you already had an international cooperation with universities abroad?	Sample Question 2	What was your first impression about Massidea.org?	Do you think participating in massidea.org activities could be beneficial to the universities?	What is your opinion about the offer that was sent to you? is the information clear and useful?
7/29/2012 2:49:43	No		Somewhat satisfied	Somewhat beneficial	
8/17/2012 10:44:01	No		Very Satisfied	Very beneficial	Very beneficial

Picture

G	H	I	J	K	L
What opportunities do you see in a possible cooperation with Massidee.org?	What challenges do you see in this cooperation?	What factors influenced your decision?	Do you have any additional comments?	If there is any possibility for cooperation with Massidee.org could it be for a long term or short term?	Do you think the cooperation with Mass idea would Facilitate and accelerate transfer of knowledge to your university and vice versa?
i see long time beneficiary opportunities in cooperating with massidee.org	well for now i don't see any	its an international school with upgraded facilities	its cool.	Long-term	Yes

Appendix 2 List of contacted Universities

- 1) Ebonyi State University (EBSU)
- 2) Federal University of technology (FUTO)
- 3) Lagos state University (LASU)
- 4) Imo state University (IMSU)