

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18

*

10

3

In Chinese

- [1] Aluminum. A Market Approach to Energy Conservation[J]. Journal of Consumer Affairs, 2002,16(3):300-317
- [2] Hooper, J. Nielsen, Andrew Whinston. Recycling as Altruistic Behavior: Normative and Behavioral Strategies to Expand Participation in a Community Recycling Programmer[J].Environment and Behavior, 2002,(23):195-201
- [3] Xie Kefan, Cheng Guoqing. A Model of Receding Behavior, with Evidence from Danish Source Separation Programmers[M]. Wuhan: Press of Wuhan University of Technology, 2003:78-90 (In Chinese)

Acknowledgement

4

Email

6

“

.....

.....

.....

.....

.....

”

Introduction

Conclusion

Times New Roman

14

12

10

10

9

9

A4 210 297

3.00

3.50

3.10

3.10

0

0

Microsoft Word 97

Measuring the Impact of Customer Satisfaction on Profitability: A Case Study

14

Wang Aimin, Xie Kefan 10
 School of Management, Wuhan University of Technology, Wuhan, P.R.China, 430070
 (E-mail: xiekefan@163.com, chengguoping@yahoo.com)

BPR Based on Risk Management

Mao Jiewen^{1,2}, Zhang Waoyue¹, Zheng Panli²
 1 School of Management, Wuhan University of Technology, Wuhan, P.R.China, 430070
 2 School of Economics, Jiangli University, Wuhan, P.R.China, 430074
 (E-mail: maojiewen11@126.com, zhangwaoyue@163.com, zhengpanli63@yahoo.com)

10
Abstract: Customer satisfaction is probably one of the most frequently measured
Key words: Keyword1; Keyword2; Keyword3; Keyword4 10

4

1 Introduction

We know that customer satisfaction is probably one of the most frequently measured marketing constructs

2 An Example

Customer satisfaction and its impact on profitability

Table 1 Customer Satisfaction 9

Sector	Mean	Median	range	minimum	maximum	N
Consumer Cyclical	76539	75000	21000	66000	87000	117
Consumer Staples	79194	81000	30000	60000	90000	172
Financials	71641	71000	23000	61000	84000	39

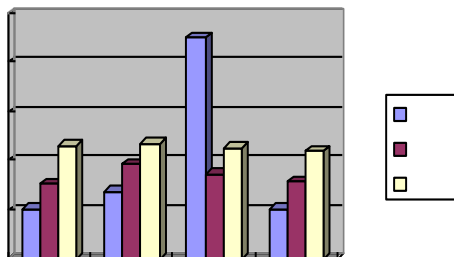


Figure 1 Data of 9

3 Data and Methodology

3.1 Method one 10

3.1.1 Discussing about method one 10

3.2 Method two

4 Results 12

5 Conclusion 12

Acknowledgement 12

This paper is supported by 10

References 12

[1] Narver J.C., Sleiter, S. F. The Effect of a Marker Orientation on Business Profitability[J]. Journal of Marketing, 2002,10(2):20-35

[2] Sharp W. F. Portfolio Theory and Capital Markets[M]. New York: McGraw-Hill Inc, 1995

[3] Zou Tao, Zhang Jun. Macro-Economics[M]. Press of Wuhan University, 1989:428 (In Chinese)

[]

(In Chinese)