Outward Foreign Direct Investment (OFDI) activities have mainly been studied for Multi National Corporations (MNCs) but lesser for Small-Medium Enterprises (SMEs). This study shall make use of Geovalent Adjustment model introduced by Stephen Guisinger in 2001 as a pedestal in analyzing the multi-faceted concepts of OFDI-related theories and Internationalization theories; in hope for finding similarities between the two. This study shall specifically make use of Malaysian Medium-sized firms as sample object for which they are already matured, both in terms of business operations as well as financial standings. This study hypothesizes that any similarities found from the said two foundational theories, could be synthesized into becoming one model, which would then provide an ease ground for medium-sized firms to adopt and practice. This study examines the Internal Business Processes (BP) of Malaysian medium-sized firms and international factors which Guisinger (2001) termed it as Geovalent Components (GC), for its influence on OFDI Performance (OP); and determines the mediator role of Geovalent Adjustment (GA) variable on the relationship between Business Process (BP) and Geovalent Components (GC) against OFDI Performance (OP). A survey was administered for Medium-sized firms which represented the business needs of those firms, for the whole of West Malaysia. Data generated was based on 124 of those senior management’s self-rating using the dimensions of loyalty, revisit intention and word of mouth (WOM) communication as measures. This study addresses the importance of building positive experiences for the customers is proven to test the hypotheses. The results provided general support for five out of the five hypotheses. Specifically, the mediating effect of GA on the two independent variables of BP and GC against dependent variable of OP. This result confirms the earlier work of Guisinger (2001) which stated that GA is a must for any firms to internationalize or embarking on OFDI. Subsequently, the Rasch Model has developed a new OFDI Performance Measure (OPM) by generating 10 classifications of Malaysian Medium-sized firms. As this is a fresh finding, it serves as a new contribution for the present study. The results suggested that Business Processes (BP) and the international environment factors of Geovalent Components (GC) must be Geovalently Adjusted (GA) in order to influence OFDI Performance (OP) of Malaysian Medium-sized firms. Therefore, the Malaysian government needs to provide this synthesized model to Malaysian Medium-sized firms via testing and training mechanism introduced in this model, to increase the number of Malaysian Multinational Corporations (MNCs) quicker and more rapid. This is particularly important for Malaysian Medium-sized firms which generally focus their business operations on import-export base and neglecting the beneficial factors of investing abroad. Despite the new OFDI Performance Measure is an important contributions that should be replicated in other countries to confirm on the applicability of the measure, future researches need to look into more details and provide specific conceptualization of construct for the latent variable of Geovalent Adjustment.

This study aims to investigate the influence of experiential marketing on the notion of Customer Loyalty Behavior (CLB) of hotels in Iran. Customer Loyalty Behavior (CLB) is a priority for marketers especially in the hospitality industry as positive experiences that customers go through are likely to lead to revisit intention. Numerous past studies on Customer Loyalty Behavior (CLB) are based on the enterprises’ and businesses’ viewpoints. In this study, the view point of the customers or hotel guests are taken into consideration using the dimensions of loyalty, revisit intention and word of mouth (WOM) communication as measures. This study addressed the influence of Experiential Marketing (EM) on Customer Loyalty Behavior (CLB) from the perspectives of hotel guests in the three main cities of Iran; Tehran, Isfahan and Mashhad. In addition, the mediating effects of Relationship Quality (RQ) and Customer Delight (CD) was also introduced in the study as both these variables are deemed important in the context of service provision in the hospitality industry. Customer Delight (CD) was considered more appropriate to describe the extent of satisfaction in the hospitality industry as the element of surprise is incorporated in satisfying customers. Relationship Quality (RQ) was also measured to determine the importance of establishing trustful and satisfying relationships. The integrative model proposed in this study investigates the role of Relationship Quality (RQ) and Customer Delight (CD) as moderating variables and Customer Loyalty Behavior (CLB) as the dependent variable and Experiential Marketing (EM) the independent variable. A quantitative research was conducted using the survey method to collect data from 400 travelers who stayed in 4 and 5 star hotels in the three major cities (Tehran, Mashhad, and Isfahan). Using Structural Equation Modelling (SEM) to test the hypothesized model, the analysis finds that Experiential Marketing (EM) has positive relationship on Customer Loyalty Behavior (CLB), Customer Delight (CD) and Relationship Quality (RQ) on the relationship between Experiential Marketing (EM) and Customer Loyalty Behavior (CLB). As all the hypotheses are supported in this study, the implications for the hospitality industry is established where the importance of building positive experiences for the customers is proven in order to retain long term customers. The contribution of this study is seen from the contextual setting of the hotel industry in Iran and the assessment of the mediating effects of Relationship.