REFERENCE

- Akroush, M. N. (2011). The 7Ps Classification of the Services Marketing Mix Revisited: An Empirical Assessment of their Generalisability, Applicability and Effect on Performance - Evidence from Jordan's Services Organisations. Jordan Journal of Business Administration, 7(1), 116-147
- Alnaser, F. et al.(2017). The Influence of Services Marketing Mix (7 Ps.) and Subjective Norms on Customer's Satisfaction in Islamic Banks of Palestine. *European Journal of Business and Management*. 9(27), 20-25
- Bailey, C & Madden, A (2016). What Makes Work Meaningful-or Meaningless. Managing People.
- Baker, M. (2008). Sales Forecasting. *The IEBM Encyclopedia of Marketing*. International Tompson Business press, 278-290.
- Ballou R. H. (2007). The evolution and future of logistics and supply chain management, European business review, 19, 332-348.
- Barbosa, N., Christo, E. & Costa, K. (2015). Demand Forecasting for Production Planning in a Food Company. APRN Journal of Engineering and Applied Sciences. 10(16), 7137-7141.
- Coccia, M. (2017). The Fishbone diagram to identify, systematize and analyze the sources of general purpose technologies. Journal of Social and Administrative Sciences. 4(4). 291- 303
- Constantinindes (2006). The Marketing Mix Revisited: Towards the 21st Century Marketing. Journal of Marketing Management. 22. 407-438.
- Goi, C. L. (2009). A Review of Marketing Mix: 4Ps or More. *International Journal of Marketing Studies*.1(1). 1-15.
- Hamada K. & Monden Y.(2017). Profit management at KyoceraCorporation: the amoeba system in: MondenY., Sakurai M. [Eds.], Japanese Management Accounting-A World Class Approach to Profit Management, Productivity Press, Cambridge, 197–210
 Inamori K. (2017) "Amoeba Management, The Dynamic Management System for Rapid
- Inamori K. (2017) "Amoeba Management, The Dynamic Management System for Rapid Market Response", CRC Press, Boca Raton,
 Isoraite, M. (2016). Marketing Mix Theoretical Aspects. International Journal of
- Isoraite, M. (2016). Marketing Mix Theoretical Aspects. International Journal of research – Granthaalayah. 4(6). 25-37
- Kotler, P., Keller, K. (2006). Marketing Management (12th edition). Pearson Education: Upper Saddle River, NJ
- Lin S. M. (2011). Marketing mix (7P) and performance assessment of western fast food industry in Taiwan: An application by associating DEMATEL and ANP. *African Journal of Business Management*. 5(26),10634-10644
- Michaela, B. (2012).*Bata and Amoeba: Successful Management Systems to Maximize Corporate Performance*. Paper presented at the European Conference on Management, Leadership & Governance; Kidmore End.
- Sahni, A. (2016). Methods of productivity improvement : a literature review. International Journal of Research in Engineering and Technology, 5(10),112-118.

- Salaam, H.A., How, B.S., Faisae, M.F. (2011). Productivity improvement using Industrial engineering tools. International Conference on Mechanical Engineering Research 2011, 1-6
- Slameto. (2016). The Application of Fishbone Diagram Analysis to Improve School Quality. Dinamika Ilmu. 16(1). 59-74
- Urban, W. (2017). Amoeba Management System Transformation in The Light of Organisational Change Literature. *Management and Production Engineering Review*, 8(1), 16-23. doi:10.1515/mper-2017-0002
- Urban, W. (2017). System of Amoebas as a Remedy for Employee Engagement Deficits a Conceptual Deliberation. Paper presented at the 7th International Conference on Engineering, Project, and Production Management.
- Urban,W and Czerska,J (2016). "Reaching an Entrepreneurial Management System of Amoebas. A Qualitative Insight into The European Experiences". International Society for Manufacturing, Service and Management Engineering, 8(1), 7-18. doi:10.1515/emj-2016-0001
- Yang, F. (2018). The Operation Mechanism of Amoeba's Organizational Model. Open Journal of Business and Management, 6, 462-469.
- Zahid, M. A. & Swart, H.D. (2007) The Borda Majority Count. Department of Philosophy, Tilburg University.

