

From Consumer Trust to Organizational Voice

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In the crowded landscape of contemporary business research, it is easy to lose sight of a fundamental truth: organizations succeed not merely through clever products or disruptive technologies, but through the quality of the relationships they build. Whether those relationships are with customers on the demand side or with employees on the supply side, the underlying logic often centers on trust, fairness, and the subtle structures that foster loyalty or silence. The two articles in this issue of the *International Journal of Business and Innovation*, Volume 5, Issue 3 (2025), provide compelling insights into these dynamics, each from a different perspective. Together, they remind us that innovation, in its most meaningful sense, involves not only what organizations produce but also how they manage human connections.

The first article, “The Power Trio Behind Consumer Loyalty: An Integrated Analysis of Product Availability, Pricing, and Promotions on Female Consumer Retention,” examines how three key marketing elements work together rather than in isolation. Using an integrative review based on Relationship Marketing, Service-Dominant Logic, and Customer Experience Theory, the authors demonstrate that consistency in product availability, transparent pricing, and personalized promotions form a mutually reinforcing system. Their proposed “Loyalty Synergy Triangle” offers a practical framework for retailers, showing how brands like Sephora and Target cultivate lasting relationships with female consumers by aligning operational reliability with emotional engagement.

The second article, “Mediating Role of Job Dissatisfaction on the Relationship between Nepotism and Organizational Silence: An Empirical Study in the Banking Sector of Bangladesh”, shifts focus to internal organizational dynamics. Drawing on Organizational Justice and Social Exchange theories, the study finds that perceived nepotism not only encourages silence among employees but also, through job dissatisfaction, intensifies it. Within Bangladesh’s hierarchical banking sector, the findings reveal how favoritism undermines the psychological contract between staff and management. The implications are clear: merit-based practices and ethical leadership are not just compliance issues; they are essential for fostering voice, trust, and organizational resilience.

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Together, these articles reflect a broader view of innovation. One highlights how firms can better serve a key consumer segment by integrating marketing tools into a cohesive strategy. The other explores how organizational fairness, or its absence, influences employee behavior, which directly impacts performance and adaptability. In both cases, the core insight is that sustainable success depends on aligning systems with the expectations and well-being of the people they serve.

Future research could expand on these themes in several ways. How might AI transform the integration of pricing, availability, and personalization in consumer markets? Under what conditions, such as leadership style or regulatory oversight, do the link between nepotism and silence weaken? Comparative studies across sectors and cultural contexts would add valuable depth to each area of inquiry.

We remain committed to publishing work that is both rigorous and practically useful. The two studies in this issue exemplify this commitment, and I hope readers find them as insightful as we do.

Sincerely,

Editor-in-Chief

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