

Marketing Knowledge Management in Business Organizations

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Abstract

Today, knowledge and strategic knowledge as a valuable resource for the company's first strategic resource in the 21st century. Knowledge is a key resource for creating, enhancing and maintaining the economic benefits. Therefore, this paper first defines the concept of marketing knowledge management theories and a model reviewed in this context, and finally, is also suggestions offered.

Keywords: Knowledge, Knowledge Management, Marketing Knowledge Management

1. Introduction

The world is entering a knowledge society in which knowledge is the main capital. The knowledge-based view of the firm holds that knowledge is the key resource for creating, enhancing and maintaining the economic benefits.[14]. Today, knowledge and strategic knowledge as a valuable resource for the company's first strategic resource in the 21st century. Researchers and scientists are trying to find out how to effectively collect and manage the knowledge resources in order to be used as a competitive advantage[15]. Marketing knowledge creation, dissemination, and its storage can strengthen distribution channels, marketing, marketing research, improving products or services, promotion and pricing is. The analysis also shows that significantly firms with superior marketing capabilities, the performance upon its competitors in terms of business performance have [14].

2. Definition Of Marketing Knowledge

Knowledge management market consists of three consecutive processes of knowledge development, knowledge distribution and knowledge application. But we should note that the flow of knowledge and through this process, it may appear with the grading and varying coefficients. The sequence and timing of market knowledge may be a more rapid development, distribution and applied. But other market-related knowledge may be developed and distributed for a long time but could not be utilized. In addition, dissemination of market knowledge will further assume that the company has developed market knowledge [1]. Gabriel Troilo whole process of knowledge management in marketing from a unique perspective to explore. He emphasizes the fact that in the current market, competitive advantage for companies that are market oriented and are based on solid science. Marketing's role in knowledge-based companies has also emphasized the goal of marketing knowledge creation, sharing with other sectors and promotes the use of this knowledge. [6]. Marketing knowledge management implies with process of organizational marketing is associated with the specific goal of knowledge. Marketing process,

including the types of activities that can be graded goals and responsibilities. For example, some of the marketing activities for the organization to develop and manage integrated marketing and other activities designed to develop, taking advantage of the marketing information, has been set. However, more complex activities, the implementation philosophy, marketing and other marketing methods, are designed for the entire organization. Such a variety of marketing activities requires the use of knowledge management assets affiliate marketing and can achieve organizational goals, strengthen. Marketing will be accurate and they are effective in achieving organizational goals [3].

3. Theory and Models

A study entitled "Marketing management of knowledge-based" in Iran that the following results were found:

- The large part of a firm knowledge saves in individuals' mind, that this fact complicates knowledge transfer and access to bucks. Effective management of knowledge continuously, select and implement methods for the conversion of applications to different forms of knowledge stored in the mind (groupware, document ware and hardware) that is divided among many others, are summarized.
- Knowledge management to support of marketing decisions, especially in customer relationship management(CRM) is used. Interactive marketing, biographies (profiles), client and inter-organizational knowledge management issues those are significant. In today's customer oriented business environments to support the marketing decisions a deeper understanding of data mining and knowledge management needs.
- Availability of large amounts of data, especially customer data enabled by information technology through separation, sorting, identification and analysis of data related to information prepared and used to solve marketing problems is used [7].

2. A study entitled "the analysis of factors influencing knowledge management system implement administrative units of the National Iranian Oil Company," was performed in 1388. Given this background factors, play a key role in the successful deployment of knowledge management is. The study of risk factors of knowledge management, organizational structure, organizational culture, information technology and in the administrative units of the National Iranian Oil Company wrote referring to the opinions of experts in this regard 56 as a component underlying factors of knowledge management were developed. The study sample consisted of 240 employees of administrative units that are randomly chosen.

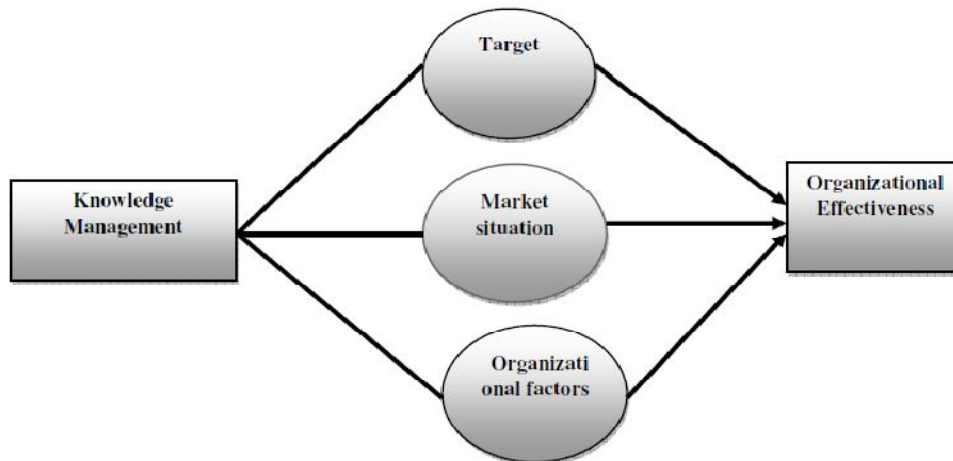


Figure1. [12]

The results indicate that the organizational structure and culture of information technology in the administrative units of the National Iranian Oil Company are less willing to apply knowledge management[12].

3. A study entitled "Proposing process model for implementing knowledge management based on organizational learning in Iran Khodro: Grounded Data Theory " was implemented in 1388. The research is based on case studies implemented in Iran Khodro, the model provides a process for implementing knowledge management to help organizations in correct investment for implement knowledge management.

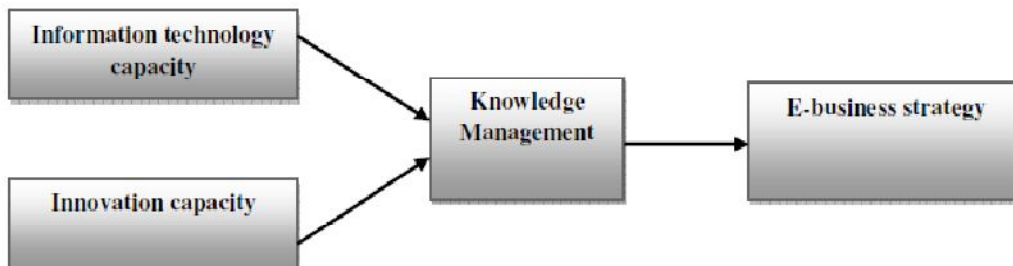


Figure2. [9]

This pattern suggests that the development of knowledge management is achieved through a learning process so that the process of organizational resources, capabilities and competencies to improve and become the core. Survey reveals the four-loop learning process based on case study learning in the company Iran Khodro is the first loop of learning resources by creating new procedures and resource development, the second loop learning process by creating new capabilities, and a third loop learning ability new understanding the competitive environment and the fourth loop learning: a core competency in the global balance of manufacturers. The study of the experiences of Iran Khodro in this regard, the development cycle loop learning, knowledge management and its relationship with the company described in the pattern. Organizations can be

modeled using the model of knowledge management in your organization with the goal of creating sustainable competitive advantages and develop [9].

4. A study entitled "Strategic orientation, market knowledge management and organizational structure" in America country done. Measuring instrument in this study was a questionnaire; a questionnaire was administered via a web-based survey. The sample members of the board of Management market research company selected. Personal interviews were conducted over a period of 30 days. Six people were interviewed the results obtained from this study further evidence for the managers acquire, transfer and use of market knowledge provides.

Learning and understanding of commitment to learning, innovation, and speed of detection is due to changes in the environment. Managers also need to have considering its role in regulation time when companies use is market knowledge. This may be necessary because the use of background knowledge of the market can bring value to the company. If the company wants to increase the proportion according to the knowledge of the market, company executives may have to review the law and regulations. For example, a company may need to have customer service representatives to manage, to help delegates to take advantage of market knowledge lawful manner. This recommendation would create conditions that may limit the capability to use. [1].

5. Another study entitled "Knowledge Management and Knowledge based on market" in countries was the United Arab Emirates. The findings showed that a different component of the engineering industry uses knowledge management to varying degrees. For example, sharing knowledge and trying to implement a knowledge culture. However, many of the heroes of engineering science and practice of knowledge management are based marketing. They have not the knowledge society. The survey results showed that 72 percent of organizations are knowledge-sharing systems such as the internet and intranet web-based systems, databases and web-based information management system [4].

6. A study entitled "Impact of marketing knowledge among managers, marketing capabilities and commercial performance" in Taiwan country done. In this study, structural equation modeling to examine the relationships between KM, marketing performance and brand for a company is handled. Research information marketing managers of service companies and manufacturers of consumer goods to test the relationship between the structures used in these studies has been used. Our results indicate that knowledge creation, marketing, distribution and storage can strengthen the ability of distribution channels, marketing, marketing research, improving products or services are promoted and priced. The analysis also shows that companies with superior marketing capabilities, significantly above its competitors in terms of business performance are functional. Although marketing knowledge management in business performance indirectly through association with marketing capabilities affect firms' ability Superior marketing through a marketing information management have improved their business performance are [14].

7. A study entitled "The Impact of Knowledge Management on the performance of marketing communications companies" in Jordan done. The empirical findings of this study suggest that marketing assets and capabilities of knowledge management has a positive impact on all aspects of company performance and the whole of areas [3].

4. Conclusions and Suggestions

Knowledge-based view of the company shows that the main source of knowledge to create and maintain market development. This view disposes to an important question for marketers: What is marketing knowledge? Knowledge derived from three marketing key process, product development management, customer relationship management, and supply chain management. Secondly, knowledge and understanding of how marketing is a marketing process and how knowledge of these three factors, and the factors controlling the application of knowledge in new markets that measures [8]. Srivastava (1999) showed a proposed framework defines marketing as an isolated phenomenon in the three core marketing management, product development, supply chain management, customer relationship management. The process for the client through the development and improvement solutions for new customers, increasing business development inputs and outputs, and provides a valuable connection individuals market. Thus, the three basic tasks of marketing that is very important to attract and retain customers [12]. Narver and Slater (1990) state that a firm's market orientation will gather information about customers and competitors, and strong coordination between the functional units, there is. A knowledge management, knowledge about the factors market Such as knowledge about some of the new technologies that are not currently on the market, the attitude of the staff about the organizational culture and knowledge of local issues to raise funds. In this case, market orientation, under the direction of knowledge management [8]. Knowledge Marketing enables companies to better engage current customers and more accurately define the target customer. In addition to corporate marketing knowledge should provide a better understanding of the business environment and enable them to predict new potential customers. This will result in superior products and services to companies looking to acquire new customers are. Cooper and Cronin (2000) Internal marketing efforts and reward organizations for training and human resources management is generally considered to provide better services. [5] Ahmed and Rafiq (2003) study in the UK service organizations, internal communications, manpower training, empowerment, team-building and group activities, organizational structure and dynamic vision of the organization's participation in the internal market indices have been. [2] Hamel (1998) suggests a set of preconditions can result in innovative strategies, and marketing knowledge is one of the preconditions that lead to more creative ideas to [11].

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