

B2B MARKETING AND ITS IMPACT ON THE PERFORMANCE OF THE COMPANY

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Abstract:

Companies due to market conditions becoming increasingly narrow specialized, in order to achieve a competitive advantage and B2B marketing is a link between the provider and the end users. Rapidly technological and demographic changes, globalization of markets and industries, and adapting products and / or services are required adjustment of companies in terms of technology and electronic data interchange. E-commerce not only sets new requirements for the provision and management of delivery technology, but also affects and modifies also the design of business process. Therefore, in recent decades, mainly because of the Internet has radically changed the marketing approach of companies on the market and the performance of companies. This decreased cultural, geographical and mental distance. Companies uses B2B marketing in a way to ensure all necessary steps to meet the customers expectations (Lambert et al. 1996, 1-17; Womack and Jones, 1996), as the companies are aware that they depends on their performance. As we have seen in this paper, it is essential that the company ensure an adequate flow of information, and for that tey needs adequate technological support. In addition, the companies need appropriate business strategy, and of course, a support of staff and employees, because without them it is not possible to achieve the strategic goals. Positive impact of B2B Marketing on the companies success emphasize many authors. From statements in the article is presented, that it is necessary to have a clear criteria and verification for controlling selected performance. In addition, the criteria should be put forward and well understood. Very important is also the fact, that that on the the performance impact a lot of many elements, namely: technological support, attitude of staff, quality of B2B marketing activity and of course, business strategy, created by the company's management and in cooperation with employees.

Keywords: B2B, marketing, relationship, management

1. INTRODUCTION

1.1. Description of the problem

Intensive development of the market and increasingly shifting expectations and requirements of customers, enterprises felt like intense pressure to improve the efficiency and effectiveness of marketing activities on B2B markets, which require new and different approaches to solving old problems (Cannon and Perreault 1999, 439-60).

According to the Mitchell and Wilson (1998, 429-445), it was created in the early 80's and developed the concept of B2B integration and management relations in the field of marketing. This topic has been dealt also from Gordon et al. 1993; Cann 1998, 393-405; Freytag and Clarke 2001, 473-486; Kohli et al. 2001, 171-187; Kuechler et al. 2001, 363-377 and Hunter et al. 2004, 145-154.

Companies in the case of beginning with B2B marketing with a single partner, often used method of project cooperation, and Cleland (1994, 73) suggests that it is good practice to include all available company resources and experience of staff and management.

Many companies successfully apply marketing knowledge, and focus on the most important characteristics of its customers, with emphasis placed on project approach to customers, instead of the classical approach (Barkley and Saylor 1994).

1.2. Purpose and objectives of the research

B2B marketing is especially important for companies that want to enter the selected / target market and from this may depend on the success of the company. Companies also with that gain necessary knowledge, business network and experience, and with the help of partners wants to provide a better market position. The purpose of this article is to present critical elements of the elements of B2B marketing with which companies can impact on their own performance.

The objectives are therefore as follows:

- review relevant literature in the field of B2B marketing;
- identify and present the most important elements of corporate performance-related B2B Marketing;
- define the performance of activities in the field of B2B marketing and explore the theoretical impacts of B2B marketing on the success of the company.

1.3. Estimated research questions

We have set the following research questions:

- RQ1: Can a well-designed system of performance measure impact on the successful implementation of strategic marketing objectives?
- RQ2: Can a company with focusing on marketing activities impact on the success of B2B marketing?

1.4. Planned research methods

We used a descriptive approach and in the context of the following methods: (i) the method of description, by which we describe facts and processes (defining characteristics of the B2B market and enterprise integration from different aspects and ways of company performance, (ii) classification method, with which we define concepts and explain the theoretical concepts, (iii) comparative method by which we compare the same or similar facts, phenomena, processes and relationships, and (iv) the method of compilation to summarize knowledge, transfer of positions, decisions, and results of other authors

1.5. Assumptions and possible restrictions

It should be noted that the presentation of the theoretical basis will be used the sources by different authors, who have conducted research in various activities, while activities are not represented equally.

The size of the company can be associated with the need for B2B marketers (the differences between SMEs and large firms, which may even have their own network of sales to final customers).

2. THE IMPACT OF THE ELEMENTS OF THE STRATEGY ON B2B MARKETING

2.1. The impact of the strategy on the technological support

With the help of business functions management of the company must developed a plan to establish its credibility, and define mutual expectations, ways of acquiring knowledge base in the field of marketing and knowledge of market conditions and to create opportunities and possibilities of new ways of interconnections, both within the company and externally (Garvin 1993, 123-136).

Parnell (1998, 60) for the companies involved in B2B marketing, recommends that management should ensure the integration of process and system improvements and the need for business processes to support each other (mutual coordination and compatibility). In terms of strategy, B2B marketing must lead companies to understand their existing business model, strengths and opportunities existing information technology, and the skills and capabilities of its employees.

According to the simplest definition, B2B needs technological support of each business process in the company itself and even more in the case of cooperation the two companies. If companies apply appropriate information technology, ensure an adequate flow of information, facilitate transactions, and partially or fully merge common business processes into a single system that is easier to control and manage (Hunter et al. 2004, 145-154).

Company management must be aware of the constant changes and their impact on the market and technological environment of the company, and therefore constantly updated and adapted to the changes in its strategy (Jenkins et al. 1997, 359-378).

2.2. The impact of the strategy on the attitude of employees

B2B marketing strategy of the company is important for company management and employees. Company management also define the modalities of the functioning of business, integration with the environment and adapt the appearance on the market and competitors.

Differences in cognitive and sensory ways of experiencing and understanding of the people are reflected in the different ways of mental and physical response, while having a significant impact of the demographic characteristics that influence on the understanding of the marketing strategy (Pearson, 1970, 199-204; Hirschman 1984, 115-136) .

Ensuring the execution of the actions of the strategy is dependent on the quality of systematic planning and operation of the company, ensuring trust between employees (and thus the attitude of employees towards strategies), and externally to business partners and requires management company that has written a clear strategy for B2B Marketing and standards operation, which must be respected in the company (PMI 1996, 87-89).

2.3. The impact of the strategy on the quality of B2B marketing

A generally Crosby (1979) defines the quality system as: (1) a systematic way of providing organizations and activities, in accordance with the stated objectives, (2) management discipline with which we try to avoid problems that may hinder the cycle performance of the company.

Ishikawa (1985) concept of quality is defined as "a system for the integration of technology and management of various functions within the company (engineering, development, production, sales, service)". Complete quality control with this approach becomes the philosophy of the entire company

and all its employees, and provides guidelines for providing quality products and services and thereby implement the strategy B2B marketing.

B2B marketing strategy sets out a series of activities and cooperation with partners, through which the company produces products and / or services. Increasing the value of these activities (organization, coordination, ...) affect the quality of B2B Marketing. According to Christopher's (2005), the network companies from the initial supplier (purchase of materials and raw materials), over all those involved in the chain to the end customer in the chain and together (mutual) create value in the form of products and / or services.

3. THE IMPACT OF TECHNICAL SUPPORT TO THE B2B MARKETING

3.1. The impact of technological support on the quality of B2B Marketing

Modern information and communication technology supports and enables the automation of business and transactions, and gives businesses the opportunity to focus more on the quality of performance (McIvor et al. 2000, 122-138). Roberts and Mackay (1998, 175-184) have noted that the use of electronic commerce, allows the company to improve processes, quality management and customer relations.

Karapetrovič and Willborn (1998) acknowledge that is important to have such technological support system, which is organized as an "integrated management system" that will make people easier to manage activities and that many companies do not have an adequate basis for the construction of such a support system.

The internet is a communication medium, which improves the quality of cooperation and reduces transaction costs (Tyler 1999, 42-43). Tapscott et al. (2000) argue that the internet allows to improve the quality of all activities within the value chain (in terms of accessibility and flow of information) and may represent an early stage partners some problems, because they have systems interconnected and integrated.

3.2. The impact of technological support on the success of B2B Marketing

The importance of technical support have been studied by numerous authors (Bovel and Martha 2000, 24-28; Fein and Jap 1999, 61-72; Kaufman et al. 2000, 649-663; Lummus and Vokurka 1999, 11-17; Magretta and Dell 1998, 72-84; Magretta and Fung 1998, 102-114; Sislian and Satires 2000, 4-11; Stock et al. 1998, 37-52). Porter (2001, 63-78) in the potential of new technologies sees a great opportunity for businesses to change their competitive environment and that this is one of the ways in which companies can develop sustainable competitive advantage. Hicks (1999, 26) wrote that the strategic goal of new technologies is also in achieving improved performance.

Companies may in the process of B2B marketing encounter problems if they do not have adequate technological support, because it will be difficult to meet the agreed terms of cooperation, which in turn affect on performance.

Due to the exceptional development of information technology, more and more authors believe that investment in information and technological support for the company operation affect on the success of B2B Marketing (Stewart 1997; Bontis 2002; Banker 2003, 1-27; Youndt et al. 2004, 335-361).

4. INFLUENCE OF THE ELEMENTS OF RELATIONSHIP TO EMPLOYEE B2B MARKETING

4.1. The impact of employee relationship on the quality of B2B Marketing

The attitude of employees on the quality of B2B Marketing can be seen as a new and high-quality manufacturing process of the product, clear new strategy of the company's products, ensuring the adequate resources for the product, providing a business environment for product innovation, increase the added value of the product and / or services, creation a higher level of individuals responsibility,

strategic orientation in B2B Marketing and exploitation of synergy effects B2B Marketing (Cooper and Kleinschmidt 1995, 374-391).

Cleland (1994, 73) writes that the quality of B2B Marketing consists of a combination of organizational and human resources and technological equipment. All together provides a wide range of skills, experience and views, and provides an incentive for successful professional and participatory governance and the achievement of quality.

Loveman (1998, 18-31) was tested considerably a lot, but not all of the links in the chain of profit network of banks in the U.S. and found a positive correlation between internal service quality, satisfaction and loyalty of employees and revenue growth. Silvestro and Cross (2000, 244-268), used the model in the chain of department stores in the UK and confirmed the positive link between productivity and quality through the criteria of services for customers satisfaction and loyalty, and maintaining profitability.

4.2. The impact of employee relationship on the success of B2B Marketing

Dean and Bowen (1994, 394) say that for the success of B2B Marketing and long-term success of the company is crucial employee satisfaction, because they have a big impact on relations and cooperation.

The link between employee satisfaction, their loyalty and financial performance have been studied by several authors, namely: Reichheld (1993, 64-73; 1996), Grant and Schlesinger (1995, 59-72), Rust et al. (1995, 58-70), Vandermerwe (2000, 27-37) and Fredericks et al. (2001, 26-32).

Dean and Bowen (1994, 395) have noted that the teamwork is cooperation between managers and employees, and also with other stakeholders. Employees (even if they are not managers), can have with the appropriate power extremely large role in the success, which is the basis for achieving the success of B2B Marketing.

Over the past 15 years has been substantial research which had examined the link between performance and perception of the work performance of employees, positions of employees and financial performance. Heskett et al. (1997) with a chain of profit presupposes chain performance, starting with a virtual circuit performance of internal service quality, employee satisfaction and their loyalty, productivity and quality of production, which increases the value of the services, leading to increased growth and / or profitability of revenue.

5. THE IMPACT OF B2B MARKETING ON COMPANY PERFORMANCE

The general opinion is that performance is at least checking of time, cost and quality (adapted from Barkley and Saylor 1994; Kerzner 1992; Chang and Ibbs 1998, 39-54). Macdonald and Sharp (2003, 1-15) are stated that the most commonly used benchmarks is sales growth.

Managers are increasingly aware of the need for timely and appropriate performance measurement, and are increasingly reluctant innovative approach (Ittner and Larcker 1998a, 1-35) as a performance measurement system is crucial to the achievement of strategic objectives

Studies have shown that the balanced scorecards proved as one of the best criteria for a combination of financial and non-financial criteria for measuring the success of the company in a competitive environment (Hemmer 1996, 87-116; Shields 1997, 3-62; Hoque and James 2000 1 - 17).

As the various branches differ in key success factors, risks and opportunities, systems must be adapted to measure the success factors unique to a particular sector (Kaplan and Norton 1996d). One of the recent adaptation of traditional systems of performance measurement is to involve more and more non-financial information. Numerous research studies (Ittner and Larcker 1998a, 1-35; Amir and Lev 1996, 3-30; Edvinsson and Malone 1997) have shown that non-financial measures are more important in industries where the critical success factors associated with intangible assets.

6. VERIFICATION OF THE RESEARCH QUESTIONS

6.1. Verification of research questions 1

A well-designed performance measurement system is an important mechanism for the implementation of strategic marketing objectives. Such a system allows the company management to monitor progress in implementing the strategy by analyzing the differences between the actual results and optimal strategic effective action. It is essential that all actions in the system are arising from the business strategy (Indjejikian 1999, 147-158)

Performance measurement system is very important for the company because it has a key role in developing strategic plans and assessing achievement of objectives (Ittner and Larcker 1998b, 205-238). Johnson and Kaplan (1987) have the opinion that the traditional way of measuring performance is no longer adequate because it does not give enough information for strategic decision-making and planning and supervising the operations of companies in today's rapidly changing hyper - competitive environment. Kaplan and Norton (2001) argue that many companies focus on managing intangible assets (eg, relationships with customers, innovative products and services of high quality), which are non-financial in nature, rather than the management of physical assets (eg. plant and inventory) that are financial in nature.

6.2. Verification of research questions 2

Focusing on quality has become a very important topic (Teo and Ranganathan 2004, 89-102). The simplest definition of quality is "suitability for use" (Juran and Gryna, 1988), and includes (1) the product features requested by customers, and (2) the absence of defects.

If the company successfully combined resources, activities, procedures and activities in the appropriate system, can affect the quality of their B2B Marketing (Cleland and King 1983; Koontz et al. 1984).

The term quality is dependent on the basic personality traits (Cacioppo and Petty 1982, 116-131; Pearson, 1970, 199-204; Zuckerman 1979), the various categories of personal motives (McGuire 1976, 302-319) and of data processing (Childers et al. 1985, 125-134), affecting the excitation of the senses (Hirschman 1984, 115-136), while emphasizing the need for flexibility and orientation in the environment (McGuire 1976, 302-319). All this affects the logical, rational and sequential thought processes employees and management, especially in cases where strategies of B2B Marketing are complex (Childers et al. 1985, 125-134).

7. CONCLUSION

The flow of information is by using the internet much easier, but will still remain major challenges in the field of management and emphasizes that considerably of the authors (Bowersox and Calantone 1998, 83-93; Bender 2000, 309-316; Bytheway and Braganza 1992 10-18 , Handfield and Nichols, 1999; Herridge 1997, 107-111; Natarajan 1999, 203-210; Schwarz 1998, 29-32; Magretta and Dell 1998, 72-84).

Important aspects of leadership and B2B Marketing management beginning with the stage of product and/or services planning, namely with: production control, management and communication system, supply chain management, distribution management, and procurement and quality control, which can be controlled only with the help of appropriate technological support (Gunasekaran 1998, 115-123).

A company which want to improve its operations, will have to include a cross-linking functions in the company, and shall effectively linked with the processes of its B2B partners (Narasimhan 1997, 39-86; Bechtel and Jayaram 1997, 15-34; Lambert et al. 1998 1 -19).

The impact of B2B Marketing on the performance of the company describe many authors (Pickton and Hartley 1998, 447-465; Low 2000, 27-39; McGoan 1998, 15-20), especially in terms of successful B2B Marketing company communications (Fleisher 1998, 163-176, Eagle and Kitchen 2000 667-686, McArthur and Griffin 1997, 19-26; Pickton and Broderick 2001).

Companies that have adopted a strategy of services aimed at satisfying its customers, are based on the central teachings of profit chain, which has designed a measurement system for effective monitoring of each variable within the model of chain profits, with the aim of demonstrating the link of the business performance (Heskett et al. 1997).

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