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Research Article

Technological Performance, Strategic Perspective, and the Regulating Impact of Marketing Management

Dr. S. Sudheer[1*], G. Radha Krishna Murthy[2], Anandkumar Brahmbhatt[3], Abhinav Bhardwaz[4], Mohammed Yaseen Puthen Parambil Aboobaker[5] and Sonali Das[6]

[1]Assistant Professor, Department of Management Studies, Vignan's Foundation for Science, Technology and Research, Guntur, Andhra Pradesh, India
[2]Professor, School of Management and Technology, Malla Reddy (MR) Deemed to Be University, Secunderabad – 500100, India
[3]Assistant Professor, Silver Oak Institute of Management - Silver Oak University, Ahmedabad, Gujarat, India
[4]Lecturer, Foundation School (Social Science), London College of Contemporary Arts (LCCA), India
[5]Level lead / Lecturer, level 4/ CertHE, London Academy for Applied Technology (LAAT), India
[6]Department of Management, Adamas University, Barasat, West Bengal, Kolkata-126, India

***Corresponding Author**
Dr. S. Sudheer
(devojitglt@gmail.com)

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Abstract: The successful incorporation of technological innovation and strategic thinking has become essential for equitable growth and market sustainability in modern lightning-fast and fiercely competitive company environment. This research explores the interconnected relationship between technological performance, strategic perspective, and the regulating impact of marketing management in modern organizations. This study sheds light on the critical relationship between technological performance, strategic perspective, and marketing management regulation, providing valuable insights for business leaders and marketers seeking to navigate the complex interplay of technology and strategy in today's dynamic marketplace. By understanding and leveraging this synergy, organizations can capitalize on technological advancements to drive innovation, foster sustainable growth, and achieve a competitive edge.

Keywords: Marketing Management, Strategic Perspective

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INTRODUCTION

The merging of marketing leadership with technology in today's ever-changing business environment has completely changed how businesses function and compete. The seamless integration of technology with marketing strategies has given rise to novel opportunities and challenges, compelling organizations to rethink their approach to achieving sustainable growth and market success Smith and Johnson, [1]. This research paper delves into the intricate relationship between technological performance, strategic perspective, and the critical role of marketing management in shaping and in this context, marketing management emerges as a crucial orchestrator that navigates the intersection of technology and business strategy. By effectively leveraging technology, marketing managers can identify new markets, create personalized customer experiences, optimize resource allocation, and make data-driven decisions Davis and Evans [5]. However, as technology continues to disrupt traditional marketing paradigms, marketing management must also regulate its impact to ensure ethical practices, customer privacy, and adherence to relevant legal frameworks Thompson and White [6].

To understand the multifaceted relationship between technological performance, strategic perspective, and marketing management regulation, this paper draws on a comprehensive analysis of scholarly research, case studies, and industry reports. Through an examination of actual business cases where marketing as well as technology administration have been effectively integrated, we want to provide insightful information about the critical elements that propel success in this ever-changing field.

As we embark on this exploration of technological performance, strategic perspective, and marketing management regulation, we hope to shed light on the ever-changing landscape of modern business and offer practical recommendations for organizations to thrive in an increasingly interconnected and technology-driven world.

Research Objective

- To assess the correlation between technological performance and strategic perspective in the context of Marketing Management
- To analyze the regulating impact of Marketing Management on the utilization and integration of technological advancements for achieving strategic objectives

Literature Review

Marketing management involves planning, implementation, and control of marketing strategies to achieve organizational objectives. Technological tools and platforms have significantly affected how marketing activities are executed, including market research, customer targeting, advertising, and customer relationship management. According to [7], using the right technology in marketing may result in increased effectiveness, superior decision-making procedures, and more client engagement.

Effective marketing strategies are crucial for businesses to remain competitive in a rapidly changing environment. Technology empowers marketers to gather data-driven insights, personalize customer experiences, and target specific market segments more accurately. [8] suggest that integrating technology with marketing strategies can create a competitive advantage by enabling firms to respond promptly to market shifts and customer demands.

Marketing management practices not only benefit from technology but also influence technological performance [9]. argue that market-driven organizations, that align their technology investments with customer needs and market trends, outperform their competitors. Effective marketing management can guide technological development efforts toward creating products and services that resonate with customers, thereby enhancing overall technological performance.

While technology presents opportunities, it also poses challenges for marketing management [10] highlights that the rapid pace of technological change requires marketing managers to be adaptable and continuously update their skills. Moreover, the increased reliance on technology for marketing campaigns raises concerns related to data privacy and security, necessitating effective marketing regulation strategies.

Marketing management plays a regulatory role in shaping technology adoption and implementation within organizations [11]. Emphasize that marketing managers must assess the compatibility of technology with their business objectives and organizational culture. By evaluating the potential risks and benefits, marketing management can guide the integration of technology to ensure it aligns with strategic goals and enhances overall performance.

MATERIALS AND METHODS

To accomplish the goal of this study, a quantitative approach is being applied in the investigation. The survey approach is used in this investigation to respond to the research questions and accomplish the research's objectives. A survey was employed to gather primary data for this study. The creation of Likert scale questions served the objective of gathering data. A portal on the internet was used to disseminate the study question. 50 replies in all were gathered.

Data analysis is a technique for assessing data to draw findings that aid in academics' understanding of a variety of subjects. It comprises data processing, which enables correct conclusion drawing and the achievement of goals. Every data analysis effort should aim to draw conclusions that can be used to make decisions in the future. The analysis of the information gathered is the most crucial part of any study. Data is summarised after analysis. Microsoft Excel is used in this report's data analysis.

RESULTS

Participants were questioned about their gender, age, and terms of employment with the organization, as well as other demographic and social characteristics. (Table 1 and Figure 1)

Table 1: Demographic Profile of the Participants

		Frequency	Percentage
Gender	Male	20	40
	Female	30	60
Age	Between 21 and 25	12	24
	Between 26 and 30	14	28
	Between 31 and 35	11	22
	Between 36 and 40	13	26
Education	Grade Twelve	15	30
	Diploma	16	32
	Degree	19	38
Business sector	Food and Agriculture	12	24
	Manufacturing	11	22
	Wholesale	17	34
	Others	10	20

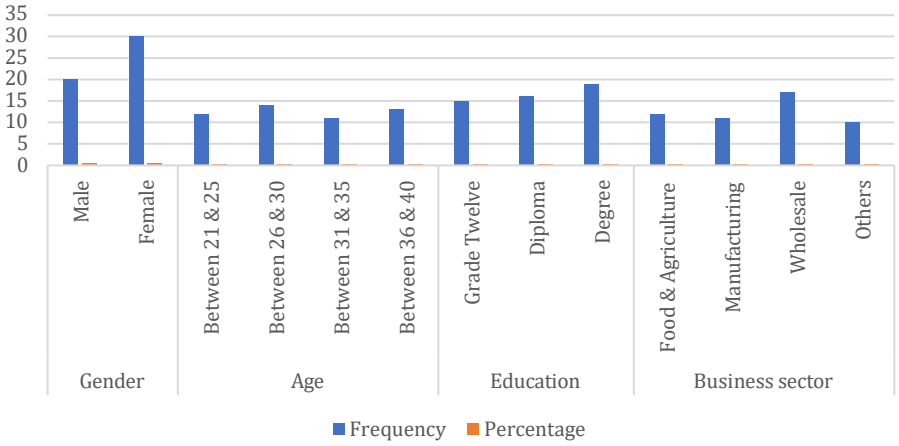


Figure 1: Demographic Profile of the Participants

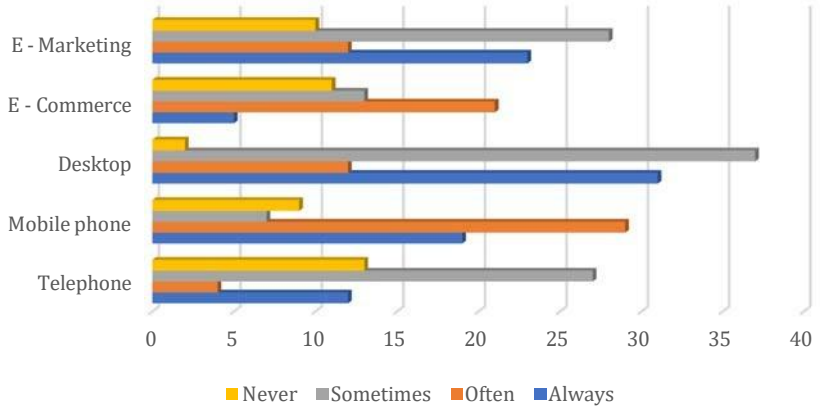


Figure 2: Usage of Technology

Figure 2 below displays the participants' frequency of technology use, and it is clear that mobile phone and e-commerce usage is at an all-time high in the current era. Fixed telephones are occasionally used for business or professional purposes. Desktops are more popular. Additionally, people use e-marketing.

According to the biggest percentage of participants (31%), shown in Figure 3, the desire to stay current is the reason for enhancing quality. The fascinating aspect of new technology is cited as the cause by 27% of participants. Only 12% of participants, or the lowest percentage, believed that businesses employ new technology to cut costs.

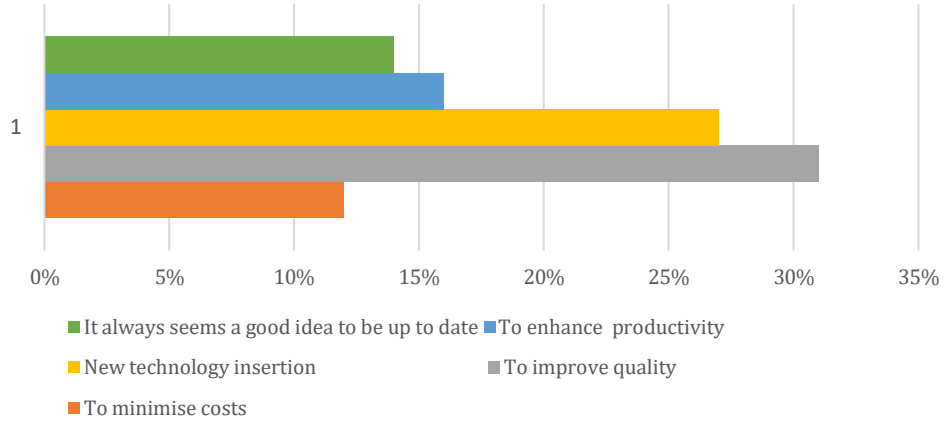


Figure 3: Impact of Reason for Technology Insertion

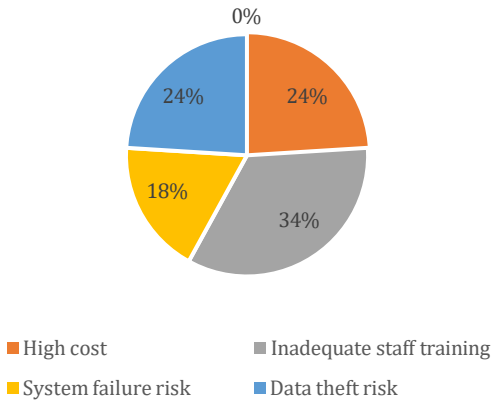


Figure 4: Risk of Technology Insertion

According to 34% of participants, inadequate staff training is the biggest risk factor. High cost and the possibility of data theft are the next two important risk reasons, which are acknowledged by 24% of participants. A minimum of 18% of those involved said that a major risk of introducing technology into the firm is a system breakdown risk Figure 4.

DISCUSSION

This research's main goal is to examine how technology has changed traditional business practices. The study examines the reasons for and effects of corporate technology adoption. From the survey statistics that are described in the next section, several inferences can be formed. First, most of the participants admit that they utilize technology more often for work-related purposes. The tech usage graph shows that internet access and cell phones are the most used technologies. Online communication is increasingly being used to improve business processes. Owing to the comments, fixed telecom appears to be one of the techniques that is used less frequently in business. Second, the main force behind technological progress in the workplace is the necessity to stay current with trends. The desire to modernize their firm with cutting-edge new technology, according to many participants, is what motivates the introduction of new technology into operations. Furthermore, they think that the novelty of new technology influences how it is incorporated into society.

The study concluded that the introduction of cutting-edge technology innovations greatly raises the likelihood of data theft. Further possible problems for the organization include insufficient worker training and the likelihood of system failure.

CONCLUSION

In conclusion, in today's quickly changing corporate environment, a combination of strategic vision, technology effectiveness, and the regulatory influence of marketing leadership is essential for attaining long-term success. The dynamic nature of technology demands that organizations remain agile and adaptive, leveraging innovative solutions to stay competitive and meet evolving customer needs.

From a strategic perspective, businesses must align their objectives and resources to capitalize on technological advancements effectively. Gaining a competitive edge and stimulating market expansion may be achieved by embracing digitization, data analytics, AI, and other novel technologies.

But technology by itself is insufficient to fully realize the promise of these developments; efficient advertising management is essential. Marketing serves as a crucial regulator, guiding how technology is deployed, used, and perceived by customers. It helps bridge the gap between technological capabilities and customer expectations, creating meaningful connections and delivering value to the target audience.

Moreover, marketing management serves as the compass that steers the strategic direction of a company. It identifies market opportunities, gauges customer preferences, and identifies areas where technological investments can yield the highest returns. By utilizing data-driven insights and consumer behavior analysis, marketing management ensures that technology investments are relevant, customer-centric, and future-proof.

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