Full length Research Paper

The Effect of Marketing Data System on Optimization of Organization Ascendency

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Abstract:

Today, information and communication technology is increasingly growing and has made many changes in societies. Jobs, skills, cultures all are influenced. No doubt improvement of organizations has major share in development of these technologies. Organizational ascendency is among concept that always is followed by work and organizational systems and it is represent growth and improvement of an organization in various dimensions. Hence, it covers wide variety and this one in turn makes this issue more complex. In current years it is offered some models as a business ascendency which is based on development of models that contains all kinds of organizations including commercial, profit and non-profit organizations. The aim of this research is study the effect of marketing data system on optimizing organization ascendency. In questioned project is descriptive and is carry out in Nastaran Company. Data gathering tools were two questionnaires that after estimation of reliability and perpetuity were distributed among respondents. The results of assumptions test implies that there is significant relationship between four dimensions of marketing data system and management of universal quality in studied companies level.

Keywords: marketing data system, ascendency of organization, decision-making, staff participation.

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Introduction:

Communication and information technology as a powerful tool so far has been able to be effective in many features. Information technology can consider as an electronic convergence, data processing and telecommunication.

In recent years, world was witness of information and communication revolution and major social transformations has occurred in it, so that through these transformations, current century is registered as an information and communication technology. In information and communication era, the level of insight and awareness of people is increased and all explosive activities of population along with benefits of this age, is controlled and balanced in communicational networks. This age is begun. No doubt ascendency of organization has an important role in development of these technologies. Though these technologies have some effects on organizational improvement and on the other hand, has created modern organizations but today along with changes and revolutions that has happened in economical, social and technical dimensions, also it is occurred deep transformations in methods and new managerial systems.(3) Among new concepts that today has found significant position in most of the countries, are planning and implementation of business models and national quality prizes which based on them, organizations and various states has been compared and valuated.(5) National prizes for quality if be used correct, would be effective and could embed organizational value and concepts, establish and implement strategic programs, apply self-valuation methods, organizational learning and continual optimization in organizations and provide the opportunity for recognition of best processes. Institute and organizations in our country in globalization process have no choice except coincide of world events. So setting methods and fundamental concepts and evaluation indexes would be considered. In present world, information technology is the core of human development in organization and society and the main vectors of human resource development and its nature is covered by defining social needs. In developing human resources, we should always recognize new human capacities so capabilities and human qualities as a prominent process are determined. Benefiting information technology would meet this one, because in information technology all of the information constantly produce, process, distribute and managed. So information technology when would be solver that help to development and grow of human and human capabilities combined and result to development and productivity (Soltani,2003. Page 1).Informational systems are technologies that assist individuals to record, restore, process, retrieve, deliver and receive of information. Information technology, is among systems that has inversed our method, social and economical affairs and even the way of our thinking. Now, information technology comparing with mass media has wide domain and presents more facilities for prediction of change and new perspective for development. Information systems help to make changes in organizations that it in turn induce changes in job nature, integration of organization tasks and convert competitive forces. Information system can make changes in reengineering so can consider it as a facilitator of reengineering. In most of the modes, redesign of processes is done through information technology. Information technology is the most important enabling factor of reengineering. What is now necessary to know is the important role of

information technology and is that this area not only changes how works done but has changed definition of economic, commerce and competition.

Regarding to above mentioned matters, the most important issues that this article is organized as below:

To what extent management information system has effect on reinforcement of organization ascendency in related companies?

The general goal of this project, is determining the role of marketing data system on improvement of organization ascendency in company Nastaran, producer of household porcelains and a hotel which its center office is in Tehran. The partial aims are including determine the role of marketing data system on focusing on costumer, decision- making, constant optimization and staff participations.

Research Literature:

Marketing data system

Marketing data system is a tool for protection of managers in related decision- makings to marketing. Fast expansion of markets requires fast decision-making and it is more than ever has provide more clear responses. The effective marketing data information system restores those information that related to changes of market and removes extra information from environment reports. Proper marketing information system most of the time resolve the problems of managers about abundance of unnecessary information, those problems that manager encounter with in unsuitable place and time or when there is no sufficient information in determined frame. In addition, marketing information system using putting relation between working units and parts and combining them assist marketing managers in such decisions. For example gathering data about costumer perception from new products carry out by sale forces and this system distribute this information among products development groups. Marketing information systems increase responsiveness ability to dynamic environment of business. For instance, companies according to gathered information by retailers can make some changes in their product prices in order to response to their rivals. Marketing data systems also are used for organizing, restoring and managing data. Maybe data, regarding the type of costumer shop or rivals, would be categorized. These systems using change and diversity in products can offer better services to costumers or indirectly increases responsiveness to costumers needs. Through probing reports, needs and orders of costumers, it is recognized and can response to it. Marketing information system is a system which optimizes manager's decisions in organizations. In this way, salient role of computers and lateral systems as a sub-system in yield process and artificial intelligence is grown it means that the more power of sub-system the more managerial activities in organization optimize. Marketing data system completely increases effectiveness of organization. This one consider as a competitive advantage. Marketing director encounter with two main problems: sometimes there is no necessary information, or when information is more than required. Some of the obtained statistical

information couldn't help to decisions but maybe they are desirable for future. So it is better to consider to gathering and maintaining data to get suitable decision. Marketing data system means organized stages which through them information is gathered, categorized, analyzed and set and in inside and outside of company, it is used regularly. This system can by analyzing statistics and offering new theories and calculating changes trend or determining good patterns, achieve nice recommendation. It should be considers that marketing system alone has no efficiency rather marketing managers should determine that which information are necessary. The main note is that if obtained information were insufficient & meaningless so for marketing decisions of companies would not be useful any more. That is why executive companies of these researches estimate them.

Marketing managers and other informational users
Analysis   planning   organizing
control

Marketing information system

Inside database	Data analysis
Marketing intelligenc	Marketing research

Marketing for necessary information

Generalize and applying information

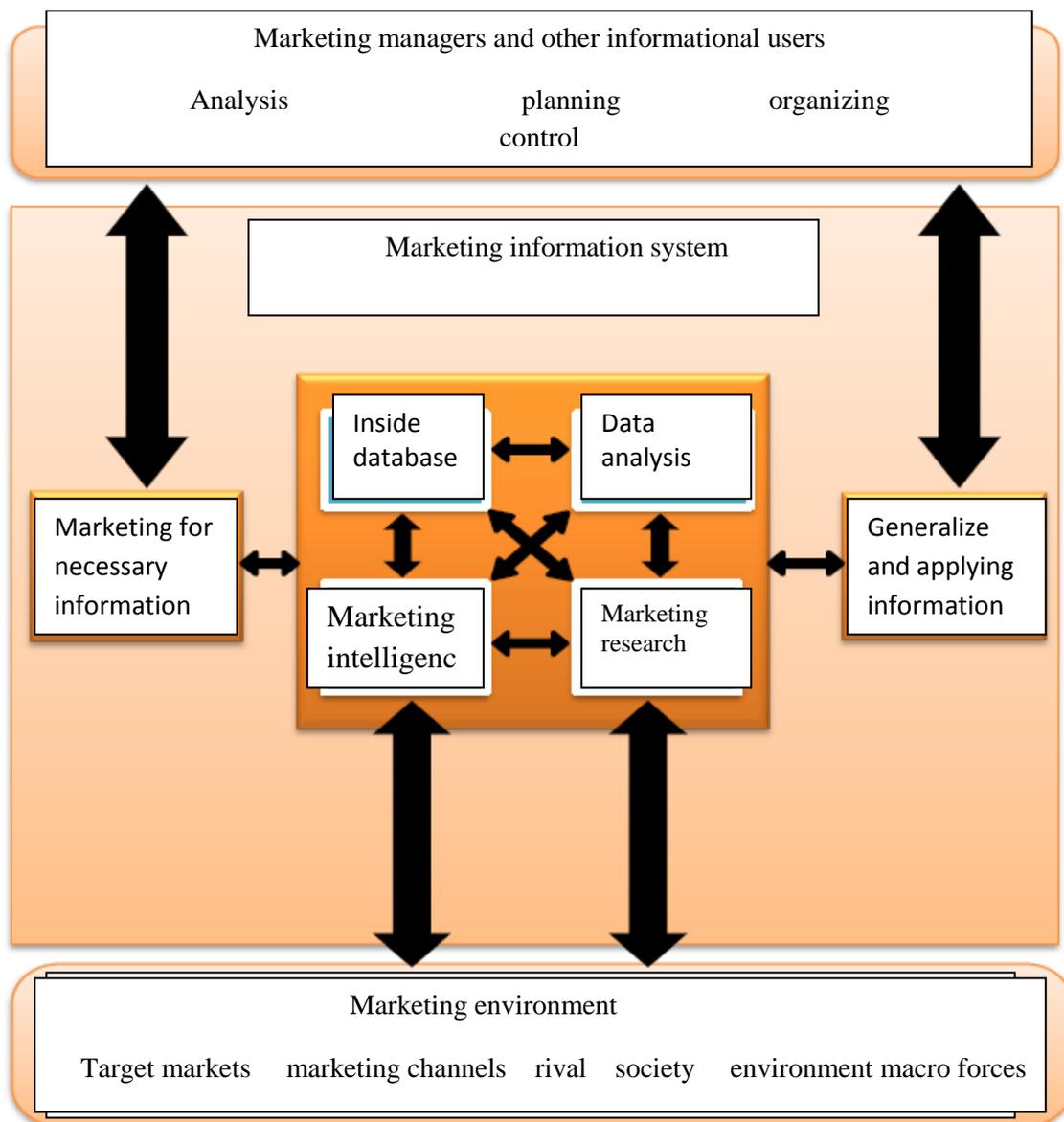| Marketing environment |
| --- |
| Target markets   marketing channels   rival   society   environment macro forces |

Diagram 1) marketing data system

One of the basic steps in gathering marketing information is start up a marketing data management system in organization. The aim of making this system is offering in need

information for better decisions. This information can be obtained from inside and outside of company. The main note is that true information in a suitable way are provide for manager and assist them to take better decisions. As it is seen in figure, for gathering required information we can use of inside database, marketing researches, marketing intelligence and analyze of present data. It should be note that marketing data management system is not merely an information technology-based informational system, but is a complex and universe information system that necessarily by using information technology is implemented. Such a system can have significant effect on efficiency and even as a successful strategic factor distinguished company from rivals.

Ascendency model:

It is a managerial structure that by rely on fundamental principals and concepts and regarding main indexes of universe quality management and self-valuation system provide development. This model is a tool for valuation of degree of system establishment and is a manual that determine a path for manager activity to optimize performance. So, key message of this model is reliant on two questions: How does such a model recognizes as a proper managerial structure and who would play a role in this chain. The first level of this model is general aims and the next level is assigned to converting general aims to quantitative and measurable scales and degrees.

Basic and fundamental concepts and principals

Result-centered means finding direction in effect (ascendency, achieve results that includes all beneficiaries of organization)

Client-centered means focusing on costumer (costumer-based) (ascendency, creation of desirable values for costumers)

Leadership and stability in goals (ascendency, inspirational leadership, along with stability in goals)

Management according to processes and facts (ascendency, organization management through a complex of systems, processes and related facts)

Development and participation of staff (ascendency, maximizing staff participation through development and involving them in affairs)

Learning, innovation and constant optimization (ascendency, challenging status quo and making changes in order to innovation and creation of optimization opportunity using learning)

Expansion of cooperation with commercial partners (ascendency, going beyond frame of the least legal requirements in which organization action and attempt to perception and response to expectation of beneficiaries of organization in society)

Benefits of organizational ascendency model

This model enjoy from systematic and complex organizational processes. It reacts fast to change and transformation and needs of beneficiaries, consider to obtained results by organization. Valuation in it is based on fact. Wide participation of staff in performance is covered. Strong points of improvable fields in this model are identifiable. It provides common language for management and staff. Exchange of experiences inside & outside of organization by applying sampling tools achieves correctly. For upgrade of organization it is used self-valuation method. It is stimulant for individual and organizational learning. Representing real image about quality of organization activities, identifying centralized domains on optimization of plans are in a unit frame.

History of organizational ascendency models

By 1950 union of Japanese scientists and engineers, invited Dr Edward Doming to Japan for various lectures about quality and in 1951 this institute in respect to his activities awarded him a prize. A model which Doming prize prepared according it and since 50s executed in Japan and mostly rely on quality of products and quality control methods, in other words this prize is based on this notion that for producing high quality products and services it is required complex coordination in organization level. This model made a new perspective in quality domain and this picture in decade 60 lead to emergence of complex quality control. Complex quality management is a method that is achieved for management of organization to determine quality by participation of all staff which through satisfying costumer and meeting the needs of all beneficiaries is obtainable.

Success of Japan in applying business scientific methods made a threat for American companies so that in 80s most of them bankrupted by submission of market to Japanese rivals. These treats caused western companies make some reforms and use of complex quality management.

Quality prize and priority of Canada in 1983 and after that in 1987 the national prize of quality in America namely Baldrij Malkoum are among the first steps that were used to give complex and universe vision to models for valuation of industrial and non-industrial institutes and these models in fact cover all component of business and benefits of beneficiaries. Following Malkoum model in 1988, organization ascendency model in response to optimize of competitive ability of European organization by 14 European large companies were signed in European commission. This act of management network now has 800 members from 38 countries in both private and public sector that proceed in European society frame and about quality after Malkoum model from America and Doming model in Japan. Model EFQM in 1991 introduced as an ascendency model of business that in it offered a frame for self valuation and finally getting European quality prize. This act was practical in 1992. This model was indicative of stable benefits that one ascended organization should obtain. This one attracted European companies attention and it is determined that public sector organization and small industries are interested to use them. By 1995 editions of public sector and in 1996 related model to small organization

were developed. In 1999 the most important review was done form EFQM. In 2001 the model EFQM for small and medium organizations and in 2003 new model of EFQM were offered that in addition of guidance notes and indexes has considerable changes comparing 1999.

The model EFQM in fact was resembled to Malkoum model and had no important difference in concepts and bases. Both of these models were placed into complex quality management frame and consider as a tools for establishment of systems in inside of the organizations and also a tools for valuation of success establishment of these systems in mentioned frame. Those differences that exist between these two models mostly are in number of indexes, scoring and executive procedures and general frame of these models is the same. Among three models namely Doming, Malkoum and EFQM that are the most popular models of organization ascendency, EFQM has gain public acceptability. Members of central committee of EFQM are from European company directors that are selected for 4 years and can be reserve member for 5 years that elect each year. Executive committee is including 20 members from the same organizations that not only are representative in society quality but offers necessary reports to central committee. A member of EFQM in fact supports business plans and strategies and monitor the progress of plans and finally sets the general direction for meeting the goals of these organizations. Now 19 European countries coordinate with EFQM.

The goals of marketing data system

Marketing data system is a tool to support of managers in decision-making related to marketing. Fast development of markets has clear a need to rapid decision making and responsiveness. Marketing data system as an effective one restores related information to situation of market and removes extra information from it. In addition these systems using communication among working units and sectors and combining them assists managers in their decisions. For example data gathering about costumer perception of new products by sales forces carry out and this information distributes among them by marketing data systems. Marketing data system can response to dynamic environment and increase it. Say companies through information which obtain from retailers can react to rivals and changes their products. These systems yet use for restore, and organization of data. Data may regard to the type of costumer shop or rivals of the determined market categorized. An effective system using changes and diversity can optimize the offered products and indirectly can response to costumer's needs. Say through verifying the reports and orders of costumers. One of the aims of marketing system is gathering, restoring, analyzing and distributing of products in a good manner so users of system can plan and control marketing activities. Because of unique information needs of various organizations, a complex marketing system has yet not created to offer services so according to each organization should marketing data system design and establish. No marketing data system there is that could cover all of the organizations so information requirements of various organization exists and they included sub systems and instructed in a long term.

Research Hypothesis:

Main hypothesis:

There is significant relation between marketing data system and optimization of organization ascendency

Sub hypothesis:

1. There is significant relation between data analysis and optimization of organization ascendency

2. There is significant relation between data gathering and optimization of organization ascendency

3. There is significant relation between decision-making and optimization of organization ascendency

4. There is significant relation between control and optimization of organization ascendency

Research method:

In these study conceptual and theoretical dimensions part that constitutes research literature, it is used documental research. For estimation of sample volume using Cochran formula the sample volume is calculated 100 subjects. Questionnaire considered as the most suitable scientific way for gathering information. Likert is used to prepare questionnaire and setting and arraying it. In conceptual and theoretical literature it is apply ticketing to gather data. Reliability of the tools of this research through armchair validity determined and for perpetuity Cronbach alpha is used that all questions alpha was about 90 percent for marketing data system questionnaire and 87 percent for optimization of organization ascendency that imply to stability and coherence of questions. Finally for test assumptions it is used Pierson correlation and Regression test.

Research findings

Totally the most frequency with 39 subjects and 39 percent, related to ages 50-40 years and the least frequency with 30 subjects and 30 percent belong to 20-30 years. Ages 30 to 40 years institutes 31 percent of respondents. In sum more than half of respondents are 40 years old or more. About education totally the most frequency with 55 subjects and 55 percent related to diploma and the least frequency with 15 subjects and 15 percent belong to M.A degree and about 30 percent of respondents had educational degree. About job history the most frequency with 59 subjects and 59 percent related to 20-11 years and the

least frequency with 11 subjects and 11 percent belong to less than 5 years. In sum 89 percent of respondents had 11 years history.

Study the situation of research variables

For valuation of the marketing data system variable in a company four dimensions (including data analysis, data gathering, decision – making and control) are used. This variable totally containing 15 items is designed in a Likert pattern and 5-option. Also for valuation of quality management variable and its dimensions had 35 items with Likert spectrum.

Table 1- situation of dependent and independent variable of research

variable	dimensions	average	Index deviation	sig	t mount	Low limit	Up limit	Variable situation
Independent (marketing data system)	Data gathering	3.39	0.973	0.000	6.341	0.261	0.549	desirable
	Data analysis	3.28	0.931	0.000	4.30	0.139	0.379	desirable
	Decision making	3.25	0.989	0.000	3.539	0.111	0.374	desirable
	Control	3.31	0.939	0.000	4.479	0.159	0.412	desirable
Dependent (organization ascendency)	Costumer concentration	3.3	1.032	0.000	2.329	0.031	0.310	desirable
	Staff participation	3	0.841	0.000	3.699	0.110	0.317	desirable
	Decision making	3.06	0.859	0.000	3.470	0.889	0.322	desirable
	Constant improvement	3.3	0.815	0.000	5.371	0.191	0.423	desirable

Conclusions and suggestions:

The aim of current article was study marketing data system and optimization of organization ascendency in company Nastaran. Its results lead to a direct and significant relation among dependent and independent variables. In this way below recommendation were offered:

According to the basic assumption the marketing data system results to optimize of organization ascendency. It is offered: for more effect of marketing data systems in organization it should be offer a proper method for using marketing data system and its subsystems to managers. Also it must be consider to effective responsiveness of marketing data system and other informational systems to staff and getting goals and also recognize

and remove of costumers needs as an important issue in program and strategies. For improvement of staff performance and using them properly it is recommend that for establishment of compensation discipline, the award method according to marketing and sale activities applied. The most important discussion in having and using information is getting true information so it is offered that subsystems of data entry in marketing data system from reports and processed data related to inside of organization, like marketing research, decisions and strategies, prepares inter unit communication and also reports of outside like target market, rivals, society so that true information in proper time would be deliver to proper subject for decision-making and marketing and all of the organization goals would be meet. Acquiring and maintaining the effectiveness of MKIS and also organizations require to reforms and constant study of informational systems and work processes. Informational and practical needs of users and managers and experts should be surveyed so that according them system and job process defined.

According to the first sub assumption, the marketing data system causes the increase of focus on costumer. So it is recommend that: recognition of organization towards costumer itself can effect of organization planning about human forces. Organization in order to response to costumer attempt to pay attention to staff and optimization of their situations, consider coherence, increase of freshness and provide educational opportunity in staff and flexible structure would be covered. Regarding to this one that fast responsiveness to costumer and market requests is one of the results of using such systems so it is recommend that directors of companies enjoys from marketing and sale staff for control market. Focus of organizational institutes is towards satisfying costumers that is achievable by proper use of this system so that organization and costumer and also organization staff benefits from it.

According to the second sub assumption the marketing data system results to increase of staff contribution. So it is recommended: for more effect of marketing data systems on organization should use proper system and also for effective responsiveness of these systems it must be recognized market and meeting costumer need. Attempt to expand and optimize of inter-organizational relations through marketing system and reacting to market has been better and responsiveness to market changes has done in a proper frames so that organization would be remain in competitive scene.

According to the third sub assumption the marketing system causes focusing on decision-making. For monitoring the use of this system should create a proper team cause little attention or abuse of it leads to waste of cost and human forces and no trust to this system. Making change in organizational structure provide opportunity for creation of center for technology, e- commerce center, support center and intelligence center. So, especial units would be emerged for management of information and informational systems. Marketing data systems must be so as the information which constitute in inside and outside of marketing environment be gather, process and restore correctly and be available for managers to enjoy from capability and ability of this system. Information systems based on information technology have major effect on all dimensions of organizations and managers for effective control of organization require consider to related matters with information technology otherwise will be destructed because are costly. Because of the speed and

production volume of information in practical informational systems in IT-based organization, about the effect of information technology on society should say that information technology has a countless opportunity and treats along with. Finally, society population as a member of communities and organizations strongly are effected with information technology.

According to the fourth sub assumption the marketing information system lead to constant optimization of company. It is offered: reengineering of processes and execute of working changes using marketing data systems result to improve of performance so it say that by applying effective information system and proportion changes with environment the implementation of work changes be in a way that effect on organization performance positively. Organizations should note that systematic perspective to activities and exchange of information in organization can have desirable effect on organization. Marketing data systems should locate a picture of organizational activities in themselves that relate to communication with supplier, costumer and others and also provide a ground to exchange the information in system and staff be aware of useful information so that can better react to dynamic environment and through sharing information help organization meet its goals. Also soft organization information (marketing and other units) can be a base for intelligence business (BI) so all of the staff can attain major and related indexes in this system and avoid of repeat and all units along with each other proceed as a systematic discipline towards successful and productivity. Marketing research and getting news systems and support is an important item in managers decision making in organizations so verifying the little attention to marketing and related decision making in organizations can be one the major issues for future researches. Current research valued efficiency of an organization. In future integration of efficiency and effectiveness can be study. In present research four dimensions of efficiency is probed other dimensions can be the topic of future researches. In marketing domain it is discussed about a considerable and major matters like price, way of distribution, determining costumer wants and so on that are main issues in organization. The importance of decision makings about mentioned matters and effect of information systems on them is a practicable issue for organizations so importance of these systems in progress would be determined. Model designing and studying ways for MKIS effect on organizational and behavioral dimensions is offered. Study the effect of MKIS on other factors like success of competitive strategies of organization is recommended. So continuous of this research can be as a study of position and effects of marketing data system on other companies performance and productivity. Valuation of efficiency of other information systems like financial informational system, human resource, production and operation and accounting and their share in efficiency can be complementary of informational system discussions.

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