

A study of Influence of Management, Promotion Aptitude, and Commercial Values on the Functioning of Telecom Companies

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Abstract

The objective of this study was to examine the correlation between absorptive capacity, marketing intelligence, entrepreneurial culture, and the performance of telecommunications companies in Iran. A total of 242 marketing managers from Iranian telecom companies participated in the data collection process (Flatten et al., 2011). The researchers employed different questionnaires to assess these constructs and utilized statistical analysis to test their hypotheses (Weng, 2020). The findings revealed a positive association between these variables and organizational performance (Basu & Bhola, 2021). This research offers valuable insights for marketing managers in Iranian telecom companies seeking to enhance their performance through a focus on absorptive capacity, marketing intelligence, and entrepreneurial culture.

Keywords: *marketing intelligence, entrepreneurial culture, absorptive capacity, organizational performance.*

Introduction

In the current highly competitive business landscape, service-oriented companies must actively seek innovative solutions and sustain their competitive edge. Within this context, marketing intelligence plays a pivotal role by offering valuable insights into the market, competitors, and customer behavior. Through the utilization of technology, such information is collected and analyzed to facilitate improved decision-making by key stakeholders. Additionally, marketing intelligence aids companies in accurately predicting and meeting customer demands. By harnessing the power of marketing intelligence, organizations can maintain a competitive advantage by swiftly processing information and developing cost-effective products or services that possess distinctive attributes. (Nwokah & Ondukwu, 2009).

Literatude Review

Entrepreneurship is a significant factor in the advancement of the economy as it fosters creativity and innovation, enhances product quality, and helps to lower unemployment rates (Kabuoh et al., 2017). Entrepreneurs establish businesses with the goal of generating profits, thereby contributing to economic stability and benefiting the government (Redford, 2016). The progress and prosperity of developed nations can be attributed to entrepreneurial endeavors and groundbreaking innovations, which also have implications for wealth management in developing countries. The entrepreneurial culture revolves around actively pursuing high-risk opportunities within an organization and acting on valuable ideas (Anam & Antai, 2016). This necessitates the presence of creativity, drive, and a willingness to embrace risk-taking.

The text examines the significance of knowledge creation and technology development in gaining a competitive edge and promoting innovation within organizations. It underscores the importance of enhancing capacity to effectively assimilate and apply new knowledge. The concept of absorptive capacity (AC) is introduced, which pertains to an organization's ability to leverage existing knowledge to acquire new information and develop new capabilities (Gebauer, Worch, & Truffer, 2012). A high level of AC can result in cost reduction and reduced reliance on internally generated knowledge. External knowledge acquisition and assimilation can also aid in shortening product life cycles and enhancing product development. AC plays a critical role in facilitating the dissemination of information from various sources. The text highlights the challenges faced by telecommunications companies in Iran, attributing them to factors such as AC, market intelligence (MI), and entrepreneurial culture (EC). The study aims to investigate the interconnectedness between AC, MI, EC, and their impact on the performance of Iranian telecom companies (Sarsah et al., 2020).

Marketing information systems (MISs) play a crucial role in supporting marketing activities, including data collection and decision-making (Askoul & Lalitha, 2016).. These systems can be utilized for market analysis, product design, and operational planning (Queiroz & Oliveira, 2014). Research has demonstrated the positive impact of MISs on business performance in industries such as finance and advertising. A study conducted in Kenya revealed a correlation between integrated marketing communication and organizational performance. In conclusion, MISs are valuable tools for facilitating informed marketing decisions and enhancing overall company performance.

The impact of managerial innovation (MI) and entrepreneurial orientation (EO) on the performance of telecom companies in Iran is discussed in the academic text (Hughes & Morgan, 2007). It explains that EO is a process through which organizations develop strategies for creating and selling new products, entering new markets, and providing new services to customers. The text also makes reference to two studies that examine the relationship between EO, marketing capabilities, and performance in various industries.

Both studies discover that marketing capabilities act as a mediator between EO and organizational performance. Furthermore, they propose that competitive intensity plays a role in enhancing the impact of EO and marketing capabilities on performance. In conclusion, the text suggests that MI, EO, and marketing capabilities are significant factors in determining the success of telecom companies in Iran.

The academic text explores the correlation between electronic commerce (EC), organizational culture (OC), and innovation performance within Iranian telecom companies (Najafi-Tavani et al., 2016). It asserts that EC has a substantial impact on the performance of these companies, with OC potentially acting as a mediator between EC and innovation performance (Heidari & Seyed Kalali, 2016). Furthermore, it proposes that intangible resources, specifically referred to as EC, play a role in elevating levels of innovation (Zhao & Anand, 2009). The text also highlights the potential for corporate culture to strengthen organizational culture and emphasizes the need for additional research to assess the effect of EC on OC.

Research Methodology

This study investigates the associations among absorptive capacity (AC), marketing intelligence (MI), entrepreneurial culture (EC), and organizational performance (OP) in the telecom industry in Iran (Hair et al., 2016). The researchers constructed a theoretical framework based on existing research (Basu & Bhola, 2021). A questionnaire consisting of 25 items was administered to a sample of 242 telecom companies to gather data (Richard et al., 2009). The constructs were assessed using a Likert-type scale. Partial least squares structural equation modeling (PLS-SEM) was employed to analyze the collected data.

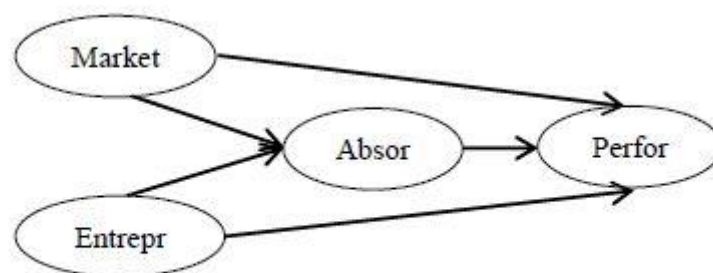


Figure 1: Research model framework

Findings

The study sample consisted of 143 male participants and 99 female participants. The respondents varied in age, with 12.81% being under the age of 30, 53.31% falling between the ages of 31-40, and 33.88% being over the age of 41. In terms of educational attainment, 57.02% held a bachelor's degree, 33.06% held a master's degree, and 9.92% held higher degrees. The demographic characteristics of the study participants are displayed in Table 1.

Table 1: Demographic characteristics of the study respondents

Measures	Items	Frequency	Percentage
Gender	Female	143	59.09
	Male	99	40.91
Age	Under 30	31	12.81
	31-40	129	53.31
	Over 41	82	33.88
Level of education	Bachelor's degree	138	57.02
	Master's degree	80	33.06
	Postgraduate and higher degree	24	9.92

The study assessed the convergent validity of its constructs by examining the measurement model through factor loadings, average variance extracted (AVE), and composite reliability (CR). The findings demonstrated that all variables surpassed the acceptable thresholds, indicating strong convergent validity.

Table 2: Convergent validity and reliability assessment

Constructs		Factor loadings	CR	α	AVE
MI	MI1	0.831	0.881	0.838	0.556
	MI2	0.744			
	MI3	0.768			
	MI4	0.810			
EC	EC1	0.703	0.898	0.878	0.525
	EC2	0.631			
	EC3	0.630			
	EC4	0.705			
	EC5	0.684			
	EC6	0.586			
	EC7	0.524			
	EC8	0.583			
	EC9	0.641			
	EC10	0.697			
	EC11	0.726			
	EC12	0.692			
AC	AC1	0.651	0.867	0.797	0.622
	AC2	0.796			
	AC3	0.603			
	AC4	0.776			
	AC5	0.814			
	AC6	0.809			
P	P1	0.827	0.859	0.754	0.670
	P2	0.775			
	P3	0.854			

Discussion and conclusion

The study discovered that market intelligence (MI) and entrepreneurial capabilities (EC) greatly influenced the performance of telecom companies in Iran. MI was beneficial in identifying opportunities and threats, while EC improved their risk-taking abilities and innovation. The study suggests that telecom companies in (Ratten et al., 2016) Iran should create MI units to gather information on competitors, customers, and market trends. Furthermore, it recommends that Iranian SMEs effectively utilize EC to achieve operational performance and contribute to the country's gross domestic product.

Market intelligence (MI) and environmental competence (EC) play a big role in telecom companies in Iran when it comes to their adaptive capacity (AC). MI assists companies in making well-informed decisions by gathering actionable intelligence, giving them an edge over competitors (Zhai et al. 2018). EC is vital for companies to grow faster, be innovative,

and understand what customers want. It's important to focus on strengthening AC and enhancing employees' ability to adapt in order to foster organizational innovation.

The text talks about how knowledge and access to new knowledge can affect the performance of Iranian telecom companies. It emphasizes the importance of knowledge as a competitive advantage and suggests that companies should create processes to make it easier for employees to access new knowledge (Contreras et al., 2021). The managers of telecom companies in Iran are advised to plan systematically in order to effectively use knowledge management processes for innovation within their organizations. The text also acknowledges that there are limitations in the research, such as the small size of the sample and how applicable the results are to other companies. It suggests conducting similar studies in different companies and organizations to further evaluate the findings. It also mentions that future research could include other factors that impact telecom companies in Iran.

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