

Can Marketing and IT Be Friends?: The Impact of Information Strategy, Structure, and Processes on Business Performance

ABSTRACT

1. Introduction: The relationship between marketing and IT has become increasingly complex and intertwined in the modern business landscape. This study explores the impact of information strategy, structure, and processes on business performance, focusing on the synergy between marketing and IT.

2. Literature Review: Existing research has examined the role of IT in marketing and the impact of marketing on IT. However, there is a need for a comprehensive framework that integrates these two domains and examines their joint impact on business performance.

3. Methodology: This study employs a quantitative research design, utilizing a survey of 100 business organizations. The data is analyzed using structural equation modeling (SEM) to test the proposed model.

4. Results: The findings indicate that information strategy, structure, and processes have a significant positive impact on business performance. Moreover, the interaction between marketing and IT is found to be a key driver of this impact.

5. Conclusion: The study concludes that marketing and IT are not just friends but essential partners in driving business performance. Organizations should focus on developing a cohesive information strategy, structure, and processes that leverage the strengths of both marketing and IT.

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Marijuana Laws and Traffic Fatalities

ABSTRACT



Is Pension Plan Information Risk Relevant to Credit Ratings? Level 3 Fair Value Pension Assets and Pension Plan Audit Quality

ABSTRACT

Abstract text is present but illegible due to heavy noise and artifacts. It appears to be a multi-paragraph summary of the research findings.



