

THE CONCEPT OF A CORPORATE MARKETING SYSTEM AND ITS IMPACT ON BUSINESS PERFORMANCE

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ABSTRACT

Paradigm shifts in communication forced many organizations to abandon their command and control structures. Empowered consumers using social media actively do not perceive value in traditional communication pathways. Organizational challenges arise in marketing, where traditional functions get replaced by a broader, holistic understanding of marketing systems facing new key roles on an organization-wide level. Marketers are driven into internal/external network management, knowledge and data management and cross-organizational team managers. Based on a profound literature review, the research model of a corporate marketing system has been developed and its impact on marketing and business performance has been empirically investigated.

Keywords: Corporate marketing, business performance, organizational transformation.