

## عنوان مقاله:

Marketing Linkages Impact on Profitability in Iranian Small Rural Food Industries

## محل انتشار:

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## خلاصه مقاله:

One of the essential pre-requisites for the success of small firms in market is the strong linkage to actors in marketing chain. With the aim of investigating market linkages, this study was carried out in small food industries in the rural areas of Tehran province, Iran. Using a census sampling method, 111 managers of these firms were interviewed. Results show that the studied small food industries have generally weak linkages with the potential actors in marketing. Among other key actors in market, there is a relatively stronger linkage to customers. Logistic regression shows that the impact of linkage to other firms on profitability is more than that of other marketing linkages. After that, the second more important linkage is the linkage to customers. The general conclusion of this article is the need to improving marketing linkage in the studied firms in order to ensure profitability

## کلمات کلیدی:

Marketing Linkages, Supplier Relationship, Customer Relationship, Small Industries, Food Industries

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