

## عنوان مقاله:

Marketing Management in Insurance and its Global Challenges

## محل انتشار:

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## خلاصه مقاله:

Globalization has led firms to market beyond the borders of their home countries, making international marketing highly significant and an integral part of a firm's marketing strategy. Marketing managers are often responsible for influencing the level, timing, and composition of customer demand accepted definition of the term. In part, this is because the role of a marketing manager can vary significantly based on a business's size, corporate culture, and industry context. For example, in a large consumer products company, the marketing manager may act as the overall general manager of his or her assigned product. To create an effective, cost-efficient marketing management strategy, firms must possess a detailed, objective understanding of their own business and the market in which they operate. In analyzing these issues, the discipline of marketing management often overlaps with the related discipline of strategic planning. Marketing is an important function that brings companies and clients closer together. Marketing management and establishing a marketing orientated organization with the emphasis on the customer is a core component in an organization's success. Insurance market like the other financial markets has a great importance for the economy of every country, as the insurers have the capacity to concentrate a large amount of the savings made by population and companies in order to be further invested in the economic activities. For the countries, the insurance market is more challenging as this one is not enough developed and has recorded huge increasing rates during the last years. Nevertheless, this trend could breakdown due to the financial crisis recorded in the developed countries, which seems to have a negative impact on the worldwide economic trends. In this article we will study the Marketing Management concept and its role in Insurance industry and its Global Challenges

## کلمات کلیدی:

marketing management, insurance industry, global challenges

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