

عنوان مقاله:

Structuring relations among Marketing Learning Orientation, Knowledge Management, Marketing Data Mining and Knowledge-Based Marketing

محل انتشار:

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خلاصه مقاله:

Purpose: The main purpose of this study is to build a model for structural relations of Knowledge-Based Marketing concept with regard to the Marketing Learning Orientation within corporate business and mediating role of Knowledge Management & Marketing Data Mining. Therefore, Pegah Company Limited in dairy industry has been selected as studied case and data collection. **Methodology:** According to the methodology, the study is a descriptive-survey research and based on exploratory survey methods. The required data has been collected through questionnaires based on factor analysis. In scale development, the literature and models of various studies has been considered, and then questions and factors has been set, validated, verified and distributed. Validity of considered factors has been approved by the experts and constructs validity as well as factor analysis and KMO indicator. Reliability is also measures and approved by Cronbach alpha. **Results:** By using statistical software, the proposed model has been approved by the findings of research. This means that the variables have been good explanatory Marketing Learning Orientation, Knowledge-Based Marketing, Knowledge Management & Marketing Data Mining and hypothesized relationships in the model have been significantly confirmed. Other results represent the rating dimensions, proposed indicators, and fitness of the model in the studied case. **Originality:** A lot of researches about the Knowledge Management, Data Mining & Marketing Management are conducted by different researchers, but handful of researches has been conducted in the field of Knowledge Management and Learning Thinking as a subdirectory of the Marketing Philosophy. This is one of the reasons that it is important for researchers to address this issue.

کلمات کلیدی:

Marketing Learning Orientation, Knowledge Management, Marketing Data Mining and Knowledge-Based Marketing

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