

Connecting and Persuading in Times of Change: Marketing Strategies to Drive Organizational Development

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Abstract

A documentary review was carried out on the production and publication of research papers related to the study of the variables Marketing, Organizational Development and Times of Change. The purpose of the bibliometric analysis proposed in this document was to know the main characteristics of the volume of publications registered in the Scopus database during the period 2018-2023, achieving the identification of 38 publications. The information provided by this platform was organized through graphs and figures, categorizing the information by Year of Publication, Country of Origin, Area of Knowledge and Type of Publication. Once these characteristics have been described, the position of different authors on the proposed topic is referenced through a qualitative analysis. Among the main findings made through this research, it is found that the United States, with 8 publications, was the country with the highest scientific production registered in the name of authors affiliated with institutions in that nation. The Area of Knowledge that made the greatest contribution to the construction of bibliographic material referring to the study of the variables Marketing, Organizational Development and Times of Change was Administration, Business and Accounting with 18 published documents, and the most used Publication Type during the period indicated above were Journal Articles with 50% of the total scientific production.

Keywords: Marketing, Organizational Development, Times of Change

INTRODUCTION

The effects of globalization have caused the competitiveness between companies in the same market to increase, which is why these organizations must constantly be at the forefront of constant changes in their processes, generating value to achieve customer satisfaction and loyalty. Although it is stated that any organization constitutes the social and economic development of a country, it is necessary to develop strategies that allow the integration of investment, innovation processes and the incorporation of technologies that stimulate the development of organizations.

Marketing has become with the advance of time the success for the growth of any organization, the proper use of these marketing techniques allows to generate memories in the mind of the consumer, allowing to explore their desires to generate a satisfactory consumer experience, which allows to raise the levels of reputation of a brand.

According to "Marketing is a social and managerial process through which users and organizations obtain their needs and exchange one value for another." Likewise, it mentions that; Marketing is the performance of those activities that aim to achieve the goals of an organization, by anticipating the requirements of customers and by channeling a flow of goods destined to the needs that the producer provides to customers. (Kotler, 2012)(Global, 2001)

Strategic plans must be correlated in meeting the needs of consumers. Therefore, it seeks to explore various techniques that allow improving the consumer experience, among these strategies we find: experience marketing, operational marketing and digital marketing.

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Strategic marketing allows the development of strategies by studying the needs of consumers, this fact allows the development of solutions in a comprehensive way with routes of action, objectives and goals in proportion to the objectives of the organizations, operational marketing on the other hand focuses in depth on the relationship between the customer, price and product, allowing the establishment of communication and sales routes. Finally, digital marketing, this strategy incorporates the use of new technologies, allowing continuous interaction between organizations and customers, thus allowing them to expand their reach, becoming a determining factor in the success or failure of companies.

Finally, marketing strategies to promote organizational growth must be focused on guiding and knowing the needs of customers, highlighting the company's unique value proposition and innovative in the incorporation of digital tools, with the aim of increasing their effectiveness, with changes that result in increased job satisfaction and profits for the company. For this reason, this article seeks to describe the main characteristics of the compendium of publications indexed in the Scopus database related to the variables Marketing, Organizational Development and Times of Change. Like this. Such as the description of the position of certain authors affiliated with institutions, during the period between 2018-2023.

General Objective

To analyze, from a bibliometric and bibliographic perspective, the preparation and publication of research papers in high-impact journals indexed in the Scopus database on the variables Marketing, Organizational Development and Times of Change during the period 2018-2023.

METHODOLOGY

This article is carried out through a research with a mixed orientation that combines the quantitative and qualitative method.

On the one hand, a quantitative analysis of the information selected in Scopus is carried out under a bibliometric approach of the scientific production corresponding to the study of the variables Marketing, Organizational Development and Times of Change. On the other hand, examples of some research works published in the area of study mentioned above are analyzed from a qualitative perspective, based on a bibliographic approach that allows describing the position of different authors on the proposed topic. It is important to note that the entire search was carried out through Scopus, managing to establish the parameters referenced in *Figure 1*.

Methodological design

Figure 1. Methodological design



Source: Authors' own creation

Phase 1: Data collection

Data collection was carried out from the Search tool on the Scopus website, where 38 publications were obtained from the following filters:

TITLE-ABS-KEY (marketing, AND organizational AND development, AND times AND OF AND change) AND PUBYEAR > 2017 AND PUBYEAR < 2024

- Published documents whose study variables are related to the study of the variables Marketing, Organizational Development and Times of Change.
- Limited to the period 2018-2023.
- Without distinction of country of origin.
- Without distinction of area of knowledge.
- No distinction of type of publication.

Phase 2: Construction of analytical material

The information collected in Scopus during the previous phase is organized and then classified by graphs, figures and tables as follows:

- Co-occurrence of words.
- Country of origin of the publication.
- Area of knowledge.
- Type of publication.

Phase 3: Drafting of conclusions and outcome document

In this phase, the results of the previous results are analyzed, resulting in the determination of conclusions and, consequently, the obtaining of the final document.

RESULT AND FINDINGS

Co-occurrence of words

Figure 2 shows the co-occurrence of keywords found in the publications identified in the Scopus database.

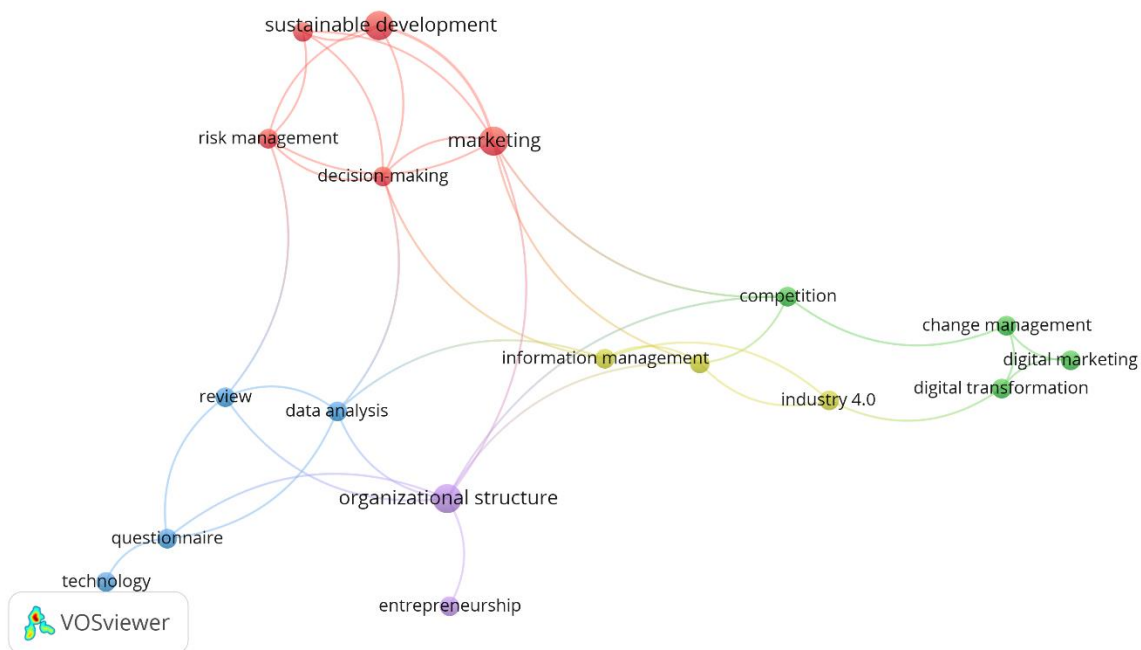


Figure 2. Co-occurrence of words

Source: Authors' own elaboration (2024); based on data exported from Scopus.

Organizational Structures was the most frequently used keyword within the studies identified through the execution of Phase 1 of the Methodological Design proposed for the development of this article. Sustainable Development is among the most frequently used variables, associated with variables such as Marketing Decision, Competitiveness, Marketing, Technology, Digital Transformation, Industry 4.0. From the above, it is striking that the main objective of organizational structures is to be at the forefront of markets and follow consumer trends. Therefore, it is important to manage and analyze marketing strategies that meet the needs of each consumer, improve business competitiveness and economic development. Designing effective strategies will allow you to manage links with consumers. This is where organizations should focus their marketing management orientation on meeting the needs of society.

Distribution of scientific production by year of publication

Figure 3 shows how scientific production is distributed according to the year of publication.

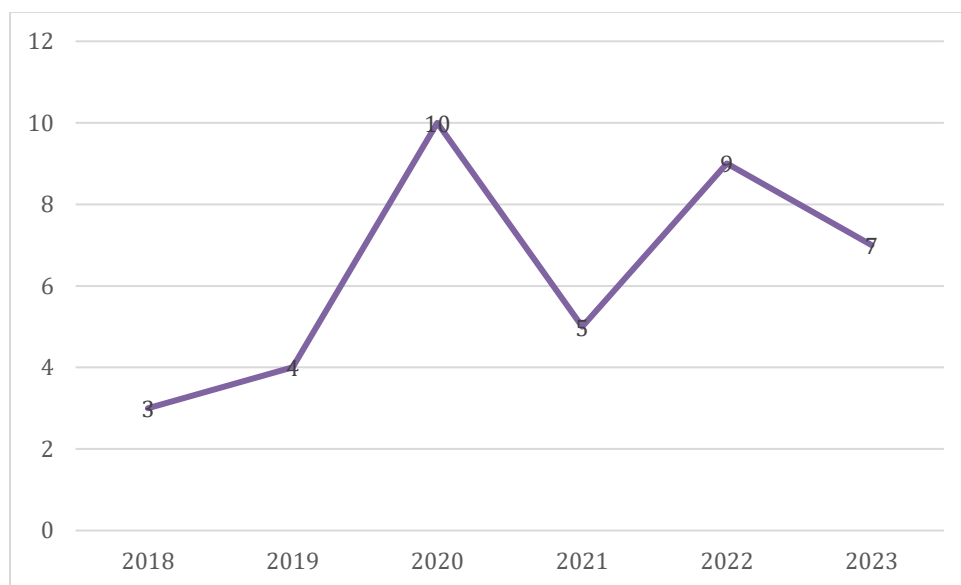


Figure 3. Distribution of scientific production by year of publication.

Source: Authors' own elaboration (2024); based on data exported from Scopus

Among the main characteristics evidenced by the distribution of scientific production by year of publication, there was an increase in the number of publications registered in Scopus during 2020, reaching a total of 10 documents published in journals indexed on this platform. The above can be explained thanks to articles such as the one titled "Longitudinal Evidence of Business Behavior in a Decentralized Autonomous Blockchain-Based Organization: Case Study of Nano Cryptocurrency" The article aims to investigate how business behavior among members of decentralized autonomous organizations (DAOs) changes over time. Decentralized autonomous organizations enable the creation of distributed organizations driven by organizational entrepreneurship, many of which are based on blockchain technology. The self-organization of DAO members and their entrepreneurial behavior are crucial to the development of the organization. Research on business behavior in DAOs is scarce. Cryptocurrency markets, blockchain technologies, and community sentiment can evolve rapidly, so it's important to longitudinally research such organizations and the entrepreneurial spirit among their members.(Poeschl, 2023)

Distribution of scientific production by country of origin.

Figure 4 shows how the scientific production is distributed according to the nationality of the authors.

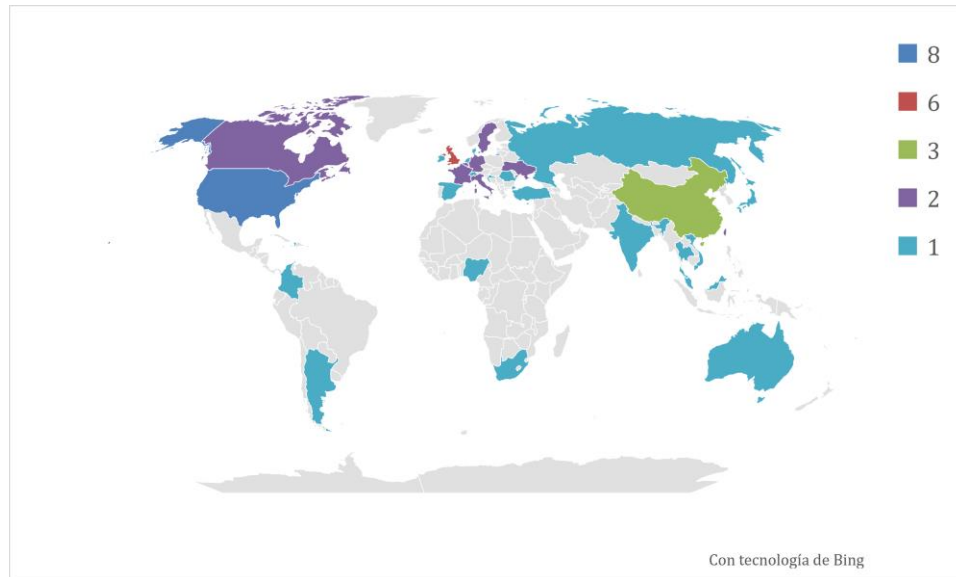


Figure 4. Distribution of scientific production by country of origin.

Source: Authors' own elaboration (2023); based on data provided by Scopus.

Within the distribution of scientific production by country of origin, the records from institutions were taken into account, establishing the United States as the country of this community, with the highest number of publications indexed in Scopus during the period 2018-2023, with a total of 8 publications in total. In second place, the United Kingdom with 6 scientific papers, and China occupying third place presenting to the scientific community, with a total of 3 papers among which is the article entitled "Heritage or innovation? Research on the Revitalization of China's Traditional Brands" The sustainable development of established brands faces the dilemma of inheritance or innovation. By selecting the Wufangzhai company in China and conducting a case study, it is discovered that the company not only inherits the quality, ingenuity and culture of the consecrated brand, but also innovates in R+D, marketing, organizational structure and business strategy. The process of inheritance and innovation is a mix of "DAO" and "SHU". 'DAO' refers to the conceptual rules and deep cores of the brand; 'SHU' refers to the methods and forms of brand display. Analysis from the perspective of the different levels that make up the brand, what is inherited are elements and powers of the central level of the brand, which help to maintain the internal authenticity, consistency and continuity of the consecrated brand; What is innovated are the external levels of the brand, which helps to promote the external elements in fashion, novelty and flexibility. The ambidexterity balance of brand revitalization in the 'DAO' of heritage and the 'SHU' of innovation reflects the dialectical logic of change and the immutable: focus on enhancing the value of brand equity, adhering to the core of the brand, and breaking away from the external form.(Z Zhao, 2023)

Distribution of scientific production by area of knowledge

Figure 5 shows the distribution of the elaboration of scientific publications based on the area of knowledge through which the different research methodologies are implemented.

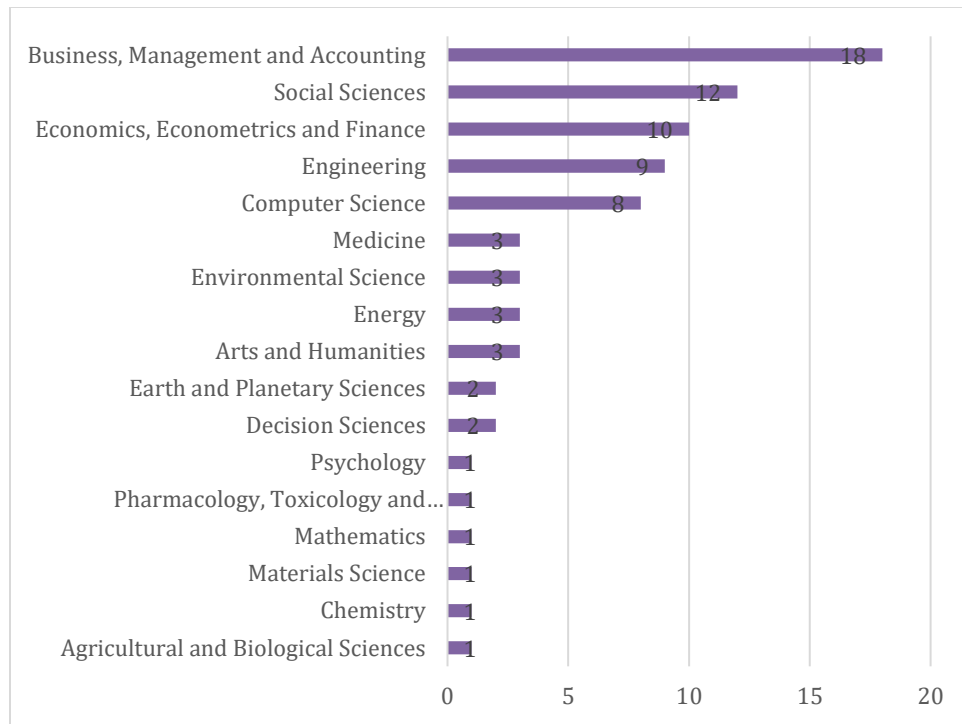


Figure 5. Distribution of scientific production by area of knowledge.

Source: Authors' own elaboration (2023); based on data provided by Scopus.

Business, Management and Accounting was the area of knowledge with the highest number of publications registered in Scopus with a total of 18 documents that have based its methodology Marketing, Organizational Development and Times of Change. In second place, Social Sciences with 12 articles and Economics, Econometrics and Finance in third place with 10. The above can be explained thanks to the contribution and study of different branches, the article with the greatest impact was registered by Business, Management and Accounting entitled "digital technologies and digital marketing: new opportunities for the tourism and hospitality business" The purpose of the scientific exploration is to analyze an effective marketing strategy for the tourism and hospitality industry based on digital resources. The key elements of digitalization are search engine optimization (SEO), social media marketing (SMM), search engine marketing (SEM), influencer marketing, content marketing, and digital asset advertising. It is relevant to analyze the principles of digitalization in the marketing cluster of the tourism and hospitality economy. The objectives of this article are to determine the balance of the organizational, logistical, financial, productive and business characteristics of the implementation of economic strategies for tourism development in a digital environment.(Balatska, Radkevych, Robul, Vdovichena, & Strenkovska, 2022)

Type of publication

In the following graph, you will see the distribution of the bibliographic finding according to the type of publication made by each of the authors found in Scopus.

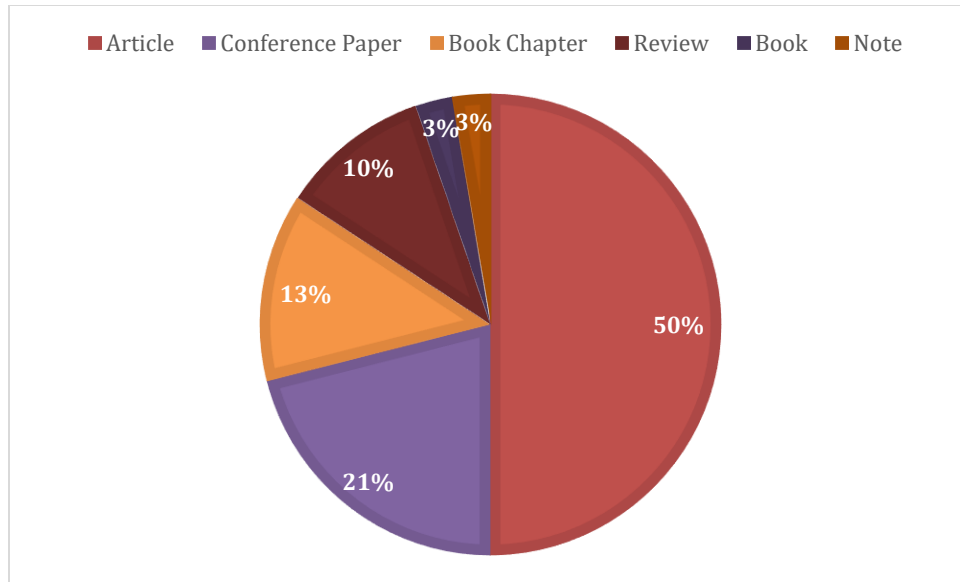


Figure 6. Type of publication.

Fountain: Authors' own elaboration (2023); based on data provided by Scopus.

The type of publication most frequently used by the researchers referenced in the body of this document was the Journal Article with 50% of the total production identified for analysis, followed by the Session Paper with 21%. Book Chapter are part of this classification, representing 13% of the research papers published during the period 2018-2023, in journals indexed in Scopus. In this last category, the one entitled "Digital transformation and industry 4.0: empirical analysis on the evolution of large retail companies" stands out. The rapid acceleration of technological development in recent years has profoundly revolutionized the way companies are managed, pushing them to propose new business models, products and marketing strategies. At the same time, the role of the consumer has undergone a radical evolution, becoming a central figure for the company, which needs effective two-way communication that improves interaction with customers and meets their growing expectations. The current scenario is, therefore, marked by digital transformation, a term used to indicate a set of technological, cultural, organisational and social changes that involve all companies and market sectors. To better understand the impact that this process, through the complex paradigm of Industry 4.0, has on Italian companies, a survey was conducted involving companies operating in the large-scale retail (GDO) sector. This industrial sector was chosen because it is a context increasingly characterized by the automation and digitalization of sales processes.(C. & M., 2022).

CONCLUSION

Through the bibliometric analysis carried out in this research work, it was possible to establish that the United States was the country with the highest number of published records regarding the variables Marketing, Organizational Development and Times of Change. With a total of 8 publications in the Scopus database. In the same way, it was possible to establish that the application of theories framed in the area of Business, Management and Accounting, the elaboration of marketing allows organizational growth in various areas, this would allow to design and elaborate strategies according to the needs of customers, digital marketing stands out among the strategies with greater implementation this because it decreases the costs it implies for companies.

With the results obtained in the bibliometric analysis, the fundamental strategies that organizations allow to increase their level of competitiveness and increase sales levels were established, therefore, the incorporation of strategies that have to do with digital marketing, takes advantage of the availability of technological resources, other strategies aimed at the planning of strategies were taken into account in order to guide actions in the medium and long term that ensure the growth of organizations. Therefore, it is necessary to manage resources

for the implementation of a strategic marketing plan, either for the organizations' own interest or through financing with third parties.

To conclude, we can affirm that developing an effective marketing strategy is essential when directing these strategies to the development and growth of organizations, since they represent a fundamental element that guarantee success and stability, in addition to allowing them to constantly adapt to frequent changes in markets and consumer trends.

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