

CONTEMPORARY PERSPECTIVES ON MARKETING MANAGEMENT: A LITERATURE STUDY ON CORPORATE VALUE CREATION STRATEGIES

Indah Anggraeni Purnama Sari¹

Master of Management, Insan Pembangunan Indonesia University, Indonesia

*Email: indahanggraenips20@gmail.com

Abstrak

Keywords:

Management Marketing,
Creation Value,
Marketing Strategy,
Performance Company,
Study Literature.

Development environment growing business dynamic has change paradigm management marketing from just activity sale become the main strategy in create value creation for customers and companies. This article aim study perspective contemporary management marketing in support creation mark company through approach studies literature. Research use method qualitative with literature review approach to various books and articles relevant scientific knowledge. Study results show that draft modern marketing is oriented towards creation mark customer, development connection term length, capability marketing, innovation, and collaboration with various stakeholders interests. Creation consistent values capable increase satisfaction customers, loyalty, excellence compete, and in the end contribute to improvement performance company. Therefore that, the company need integrating marketing strategies with creation mark in a way sustainable to be able to maintain Power competition in environment business that continues changed.

This is an open access article under the [CC BY-NC-SA 4.0](https://creativecommons.org/licenses/by-nc-sa/4.0/) license



INTRODUCTION

Management marketing experience significant developments along increasing complexity environment business and change behavior consumers. If previously marketing more activity - oriented transactions and sales, then perspective contemporary look at marketing as a strategic process For create, communicate, and deliver mark to customer at a time build connection term mutual length profitable (Kotler & Keller, 2016).

The changes influenced by the increase competition, globalization, and change preference increasingly consumers prioritize experience, quality services and benefits obtained compared to just attribute product. In condition said, the company sued capable create different values so that own superiority tough competition imitated by competitors (Porter, 1985; Doyle, 2000).

The concept of value creation is one of the focus main in literature modern marketing.

Customers No Again positioned as the only party accept product, but as partners in the process of creation value (Vargo & Lusch, 2008; Grönroos, 2017). Through intensive interaction, company can produce more solutions in accordance with need customer so that create mark together (co-creation of value).

Based on condition said, the article This aim study various perspective contemporary about management marketing in the creation strategy mark company based on various literature relevant scientific.

RESEARCH METHODOLOGY

Study This use approach qualitative with method studies literature (literature review). Data obtained from book academic and articles scientific national and international discussion management marketing, marketing strategy, and creation mark company.

Literature chosen based on relevance to topic research, then analyzed use technique analysis content analysis. Stages study covering identification literature, selection sources, grouping concept, analysis findings, and compilation synthesis so that obtained description comprehensive about development perspective management marketing in create mark company.

RESULTS AND DISCUSSION

Shift Perspective Management Marketing

Literature show that marketing has develop from orientation product going to orientation customers and creation value. Kotler and Keller (2016) explain that success company No only determined by ability produce product quality, but also ability understand need customers and provide greater value tall compared to competitors.

Perspective This put customer as center all over activity marketing. Companies need to understand change need customer through market research so that marketing strategies are designed capable give relevant and sustainable benefits.

Value Creation as a Competitive Strategy

In perspective contemporary, values No only originate from characteristics products, but also from experience customer, quality services, relationships, and benefit emotional acceptance customer (Grönroos, 2017). Concept This show that company play a role as facilitator in the process of creation value, whereas customer become the deciding party mark through experience use product or service.

Bowman and Ambrosini (2000) also differentiate between value creation and value capture. The company does not Enough only create value, but also must capable manage strategies to achieve value the produce profit sustainable economy.

Capabilities Marketing in Creating Value

Capability marketing is ability company integrate source Power For understand the market, build connection customers, as well as respond change environment business. Companies that have capability marketing tall tend more adaptive in face dynamics competition so that capable produce appropriate innovation with need customer.

In addition, the capability marketing support creation differentiation product, improvement satisfaction customers, as well as loyalty that ultimately impact positive to performance company.

Collaboration and Co-Creation Value

Literature modern marketing asserts that creation mark is results collaboration between company and customers. The concept of service-dominant logic explains that customer No Again viewed as object marketing, but rather as partners active in produce value (Vargo & Lusch, 2008). Approach This allows company get input in a way direct so that innovations produced more in accordance with market needs.

Besides customers, collaboration with suppliers, distributors, and partners strategic also strengthens the creation process mark so that company capable build superiority more competitive sustainable.

Implications on Company Performance

Various study show that the marketing strategy is oriented towards creation mark give impact positive to satisfaction customers, loyalty, image company, as well as improvement profitability. Companies that are consistent create mark tend own connection more customers strong and capable maintain position competitive in term length (Kotler, 2020).

With Thus, the perspective contemporary management marketing put creation mark as the core of corporate strategy in face competition growing business complex.

CONCLUSION

Perspective contemporary management marketing show that success company No Again only depends on ability sell product, but on the ability create relevant values for customer. Creation mark done through orientation customers, reinforcement capability marketing, innovation, and collaboration with various stakeholders interests. The strategy contribute to improvement satisfaction customers, loyalty, excellence competitive, and performance company in a way sustainable.

SUGGESTION

The company is advised integrating marketing strategies with approach creation mark in a way sustainable through improvement understanding to need customer, development innovation and strengthening connection term long with all over stakeholders interests. Research furthermore can develop study empirical about influence of creation strategy mark to performance companies in various sector industry.

BIBLIOGRAPHY

- Bowman, C., & Ambrosini, V. (2000). Value Creation Versus Value Capture: Towards a Coherent Definition of Value. *British Journal of Management*, 11(1), 1–15.
- Grönroos, C. (2017). On Value and Value Creation in Service: A Management Perspective. *Journal of Creating Value*, 3(2), 125–141.
- Kotler, P. (2020). Marketing and Value Creation. *Journal of Creating Value*, 6(1), 10–11.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Ponsonby-McCabe, S., & Boyle, E. (2004). The Value of Marketing and the Marketing of Value in Contemporary Times: A Literature Review and Research Agenda. *Journal of Marketing Management*, 20(3–4), 343–361.
- Vargo, S. L., & Lusch, R. F. (2008). Service-Dominant Logic: Continuing the Evolution. *Journal of the Academy of Marketing Science*, 36(1), 1–10.
- Gummerus, J. (2013). Value Creation Processes and Value Outcomes in Marketing Theory: Strangers or Siblings?. *Marketing Theory*, 13(1), 19–46.