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## The Effect of Marketing Capabilities on Competitive Advantage and Performance with Moderating Role of Risk Management in Importation Companies

Mohsen Ejrami<sup>a</sup>, Nader Salehi<sup>a,\*</sup>, Sahar Ahmadian<sup>a</sup>

<sup>a</sup>*Department of Management, Buin Zahra Branch, Islamic Azad University, Buin Zahra, Iran*

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### Abstract

The importation market has been turned into an attractive market for merchants with ever-growing increase in number of importation companies and rising volume of imports during recent years. The basic and fundamental changes are required for their structure in importation companies due to the wide range of various types of imported commodities and effect of their performance on economic variables. The improvement in variables of marketing potentials to enhance performance and competitive advantage of importation companies with impact of moderating role of risk management are necessarily assumed as the reasons for selection of the subject of this study. The present research is of applied type in terms of goal and a descriptive-survey in terms of method of data collection. The statistical population of this study includes 100 importer companies that actively deal with importation of through custom house at Imam Khomeini International Airport out of which 80 enterprises were determined as sample size and research questionnaire was distributed collected among 120 participants of importation experts as raters of corporate performance within statistical sample. Pearson's correlation test and linear regression were utilized in SPSS software for statistical data analysis. The results of study signify that the marketing potentials affect on competitive advantage of the importer company and at the same time marketing capability impacts on performance of importation company while competitive advantage might affect on performance of importation companies.

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\* Corresponding author. Tel.: +989122774087.  
E-mail address: [mohsen.ejrami@yahoo.com](mailto:mohsen.ejrami@yahoo.com)

## 1. Introduction

There are some limited numbers of countries that have potential for production of the needed goods and consuming services in numerous types. Therefore, in addition to the advantages, which may be achieved for a country through absolute or relative prices and or costs of production in commercial countries, the existing qualitative differences in various goods should be also noticed in the field of importation of this type of commodities (Mahmoodzadeh and Mohseni, 2005). The qualitative effect of a commodity may easily neutralize price effect for that commodity. Thus, those goods may be even imported which their quality effect is higher than their price effect. Importation of low cost with high quality goods may increase quantity of consumption and welfare of a society (Mahmoodzadeh and Mohseni, 2005).

According to reports from Iranian Chamber of Commerce (ICC) for industries, mines, and agriculture, the value of the imported goods in Rials from China in 2013 is over 118'760 Billion Rials. With respect to high volume of imports from other countries, the commercial enterprises are trying to be capable to achieve customers' greater share in the market. The imports of a country may be useful for their economy and play important role in determination of economic development strategy in current structure of the world economy. Similarly, taking proper strategy for importation will be subjected to considering effective factors on imports (Shah Abadi et al. 2013).

The marketing potentials have been proposed as process of application of Knowledge Management (KM), organizational of skills and resources for value-added to goods and services, meeting the competitive demand and responsiveness to the relevant needs to market in recent studies (Day, 1994). One of the general requisites for achievement of companies in competitive environment is to identify how one can make the profits and advantages permanent. The companies should possess some capabilities and potentials for development and employing the competitive advantage so that they can be used in creating inimitable, valuable, rare, and irreplaceable resources (Barney, 1991). The sustainable competitive advantage may be defined under some conditions one can overtake from one's rivals and maintain their efficiency higher than the rival companies (Jeyavelue, 2007). This concept means situational superiority based on presentation of more valuable preference or achieving lower relative costs and acquisition of market share and profitable performance (Attaran et al. 2012). Making effort for realization of this advantage may cause creating competition between importers. Nilssen (1985) declared that the successful companies are identified with some reforms including hierarchy, practical routines of organization, covering lesser regulation, lesser regulatory organizational coordination and proportional to further order in decision-making procedures. These experienced routines are explored as a group of organizational pivotal capabilities and or what the company can certainly do them.

Study on latent marketing is an important topic in strategic studies. Based on marketing concept, the market-oriented enterprises seek for perceiving the potential statements and requirements of customers and developing basic solutions for these needs (Slater et al. 2006; Stanley, 2014). This important issue may be assumed as an important competitive advantage for the enterprises. One of the foremost techniques for acquisition of appropriate performance is the utilization from key resources. Today, the major portion of properties in organizations is composed of intangible assets for which the traditional accounting methods may not measure them. The intangible assets denote a group of organizational capabilities and potentials that are employed as a resource for sustainable competitive advantage and economic growth and development. Although we may not measure accurately these assets, at least with respect to them and knowledge about their role in organizational performance, we will find the importance of investment in these assets. We are going to enter age of knowledge-based economy in which the main source of economy is composed of intangible assets (knowledge assets) and other traditional factors of production are ranked at next positions including land, workforce, and capital. The intangible assets are deemed as the main sources for organizational competitive profit. Therefore, the product an economic institute depends only on tangible assets but on knowledge and intangible assets (Salavati, 2013).

Through ever-increasing growth in number of importation companies and rising volume of the imports during recent years, importation market has been converted into an attractive market for the merchants. By virtue of this issue, the enterprises are trying to employ modern techniques in market competition scene to improve their potentials, advantages, and performance and to possess more market share. The inexperienced importers are not

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