

## Identifying and Review of Effective Factors on Marketing Relationship In National Iranian Drilling Company from Managers' View

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**Abstract :** Today, many markets are matured and faced by a congested competition and amount of supply that is quite greater than demand. With respect to such modifications, organizations shall make themselves more equipped beforehand and ready to tackle with their rivals. In this regard, Relationship Marketing tries to lower the cost for attracting new customers by establishment and maintenance long run relations with the current customers and by which they try to increase corporative profitability. Consequently, identifying of relationship marketing and its effective factors is an essential element for maintenance of market and improvement of corporative competition potential. The present study deals with identifying the effective factors on marketing relationship in National Iranian Drilling Company (NIDC) from managers' point of view. Methodology of this study is of descriptive- survey type. In addition to an extensive review on secondary sources and interview with experienced members in NIDC, researcher identified the related factors and distributed a questionnaire, including 31 questions, among 144 participants from corporative managers and first-rank principals. After gathering information, the related data have been analyzed by using binomial test as well as Binomial Analytic Hierarchy Process (AHP) of pair-wise comparisons. Study results showed that some variable like communication, commitment, Conflict Management and trust have affected on relationship marketing based on their order preference.

**Keywords :** marketing relationship, trust, commitment, communication, conflict management

**Conference Title :** ICEBMM 2015 : International Conference on Economics, Business and Marketing Management

**Conference Location :** Madrid, Spain

**Conference Dates :** March 26-27, 2015