

The Role of Marketing Information System on Decision-Making: An Applied Study on Algeria Telecoms Mobile "MOBILIS"

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Abstract : Purpose: This study aims at highlighting the significance and importance of utilizing marketing information system (MKIS) on decision-making, by clarifying the need for quick and efficient decision-making due to time saving and preventing of duplication of work. Design, methodology, approach: The study shows the roles of each part of MKIS for developing marketing strategy, which present a real challenge to individuals and institutions in an era characterized by uncertainty and clarifying the importance of each part separately, depending on decision type and the nature of the situation. The empirical research method was evaluated by specialized experts, conducted by means of questionnaires. Correlation analysis was employed to test the validity of the procedure. Results: The empirical study findings confirmed positive relationships between the level of utilizing and adopting 'decision support system and marketing intelligence' and the success of an organizational decision-making, and provide the organization with a competitive advantage as it allows the organization to solve problems. Originality/value: The study offer better understanding of performance- increasing market share as an organizational decision making based on marketing information system.

Keywords : database, marketing research, marketing intelligence, decision support system, decision-making

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