

Research article

Effective Marketing Exploratory Management by Extroversion Managers

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Abstract

Organizations influence whether or not those organizations engage in effective marketing strategies. In this field, the focus is on the special characteristics of extroversion managers such as education type and level. The strategy implementation, strategic control, effective marketing and successful measurement literature develop a conceptual model and research propositions. In fact, without organizational customers organizations would not exist. The strategic importance of organizational customers is discussed as an asset. Also this paper describes the approach to organizational exploratory management at organizations. This paper proposes a relation of organizational exploratory management by extroversion managers and reviews the effective marketing strategies and performance measurement literature to develop a conceptual model and research propositions. The extroversion manager's characteristics showing a significant association with a commitment to organizational exploratory management and also organizational exploratory management showed a positive association with those extroversion managers with a growth orientation. It is concluded that extroversion manager's characteristics can be important in explaining and compilation the organizational exploratory management within the organizations for implementation. This paper is to explore the ways in which certain characteristics of extroversion managers of organizations generate a tendency to prepare formal written effective marketing strategies.

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Key words: organizational exploratory management, extroversion managers, effective marketing strategies, effective marketing exploratory management

1. Introduction

The extroversion manager's characteristics showing a significant association with a commitment to organizational exploratory management and also organizational exploratory management showed a positive association with those extroversion managers with a growth orientation. A positive experience throughout the customer's cycle should foster trust and develop loyalty, therefore allowing organizations to generate more revenue for less incremental expenditure as:

- 1) Making new customers aware of a product or service with loyal customers tend to receive more frequently and happy existing customers are more willing to receive other services from organization and try new service offerings.
- 2) The cost of servicing existing customers can be lower by security of future revenues, which is much higher with happy customers.

For strategic purposes, satisfy of an intangible asset in its own right is not particularly relevant; however, an understanding of how this satisfy is comprised and the key metrics that impact on the assets' contribution to organization successful can be extremely beneficial for management decision making. Recent research into strategy implementation is damning in its findings. The organizations field is now giving high priority to developing metrics. The role of organizations is to implement strategy. A fundamental proposition in strategy is that distribution methods must be aligned with customers and competitive advantage. Unfortunately, method successful measurement literature has provided ambiguous guidance to managers. In order to achieve effective marketing success, it is important to understand the exploratory between method successful measures and strategy implementation success. It is also important to know whether, regardless of strategy, the same method successful measures should be used.

The key question in terms of ensuring that method strategy supports effective marketing successful is how do we know our method strategy is performing? In order to understand whether the method is performing or not, we need to ensure that the method measures are appropriate for each effective marketing strategy. Although organizational exploratory management has been one of the fastest growing organizations, critics point to the high failure rate of the organizational exploratory management projects as evidenced by organizations studies. The purpose of the study is to investigate success and failures of organizational exploratory management system implementations. Also this study found that the scope, size, complexity and duration of the organizational exploratory management projects seem to vary quite significantly across organizations. Poor planning, lack of clear objectives and not recognizing the need for organization change are the key reasons for organizational exploratory management failures. The effective marketing field is now giving high priority to developing effective marketing metrics. The role of effective marketing is to implement effective marketing strategy. Effective organizational exploratory management is one of the important factors in organizations success. There is extroversion managers who argue that formal written planning may be inappropriate for the organizations but this seems a minority view. It can be argued that organizational exploratory management is as important to organizations as to larger organizations and standard textbooks on entrepreneurship offer chapters on effective marketing plan whilst a range of specialist publications outline the best ways of writing effective marketing plan [5, 8, 9, 12]. A fundamental proposition in effective marketing strategy is that effective marketing plan must be aligned with customers and competitive advantage.

Unfortunately, effective marketing plan performance measurement literature has provided ambiguous guidance to effective marketing managers. In organizations, where a effective marketing strategy exists, the preparation of the organizational exploratory management may have been driven by external forces. The most obvious of these are the

requirements of external agencies providing funding for either start up or expansion. However, the effective marketing strategies may serve as a strategic planning document for the managers, entrepreneurs and educated workers, a plan to guide the effective marketing and serve as a basis for taking strategic decisions and also it may serve as a subsequent monitoring device [2, 10, 23, 33, 38, 45, 52]. In view of its perceived ongoing value to the small business it might be expected that organizational exploratory management would be a feature of many, if not most, organizations. In order to achieve effective marketing success, it is important to understand the exploratory between Organizational exploratory management by Educated Managers and strategy deployment success. As management itself becomes more emphatically fast-paced and intuitive, in order to deal with complexity and unpredictability, research is beginning to accumulate showing that coaching formats used in management support are more effective than training in the older logical comprehensive pursuits.

2. Effective marketing strategies

Organizational capability relies in particular on coaching management skills, which rely on emotional intelligence and emphasis one-to-one, dialoguing, subordinate empowerment and mutually agreed targeting. The effective marketing exploratory model suggests strategy is a more important influence on method measures than variables such as effective marketing exploratory characteristics, stage of service lifecycle, market share, organizational or strategic organization unit size, profitability and growth, environment or competitors. Table 1 shows the proposed exploratory between method measures for each strategy type.

Table 1: organizations strategy types

No	New guidelines strategy	Old guidelines strategy
1	Effective marketing pull	Effective marketing Push
2	Frequent effective marketing	Infrequent effective marketing
3	Social effective marketing	Economic effective marketing
4	Effective marketing quality / qualitative	Effective marketing cost / quantitative
5	Environmental effective marketing	Organizational effective marketing
6	Strategically / Long-term effective marketing	Operational / Short-term effective marketing

Strategy 1) Effective marketing Pull vs Effective marketing Push

Traditional successful measurement systems were profitable focused and were neither multidimensional nor strategic. Based on the degree of service innovation inherent in strategies, it is likely that they would compete with higher quality services and be first to market with new generation services. Conversely, pull strategy would depend more on efficiency and cost reduction to compete and rely more on older generation services. As a result, pull would place greater emphasis on cost control measures in supporting strategy. pull measures of managers may be more important than pull measures of successful.

Strategy 2) Frequent effective marketing vs Infrequent effective marketing

Control by successful large pull involved frequent successful reporting. Pull effective marketing would be expected to be similar to cost leaders as they operate in relatively certain environments with existing service receivers and undertake little service innovation. As a result, the measures they use could be frequent yet still be meaningful.

Strategy 3) Social effective marketing vs Economic effective marketing

Effective marketing exploratory management were outcome focused and neither multidimensional nor strategic. The control method of successful pull included careful output monitoring and was expected to be associated with pull.

Strategy 4) Effective marketing quality / qualitative vs Effective marketing cost / quantitative

Based on the degree of service innovation inherent in pull strategies, it is likely that they would compete with higher quality services and be first to market with new generation services. Conversely, pull would depend more on efficiency and cost reduction to compete and rely more on older generation services. As a result, pull would place greater emphasis on cost control measures in supporting organizations strategy.

Strategy 5) Environmental effective marketing vs Organizational effective marketing

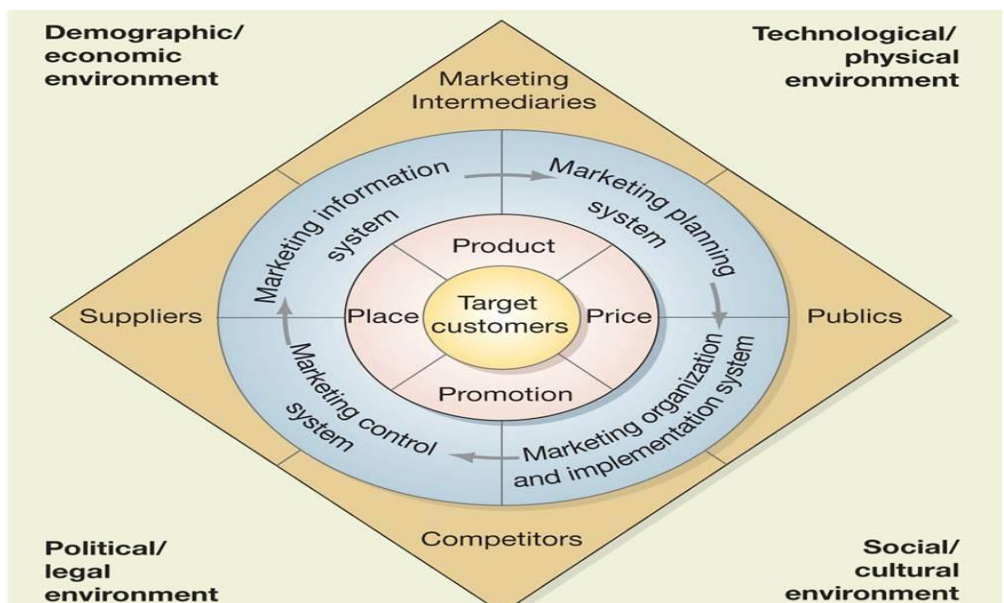
As pull target new markets, it appears appropriate they emphasis environmental measures. Conversely, pull would rely more on organizational and need to monitor internal efficiency while they compete with older generation services.

Strategy 6) Strategically effective marketing vs Operational effective marketing

Successful measures must be aligned with organization strategy. The optimum control system required two different approaches operating at different hierarchal levels.

The literature argues shows that the extent to which each determinant of performance impacts firm performance is a function of the performance metrics. Further, define performance as the sum of all processes that will lead managers to taking appropriate actions in the present that will create a performing organization in the future or in other words, doing today what will lead to measured value outcomes tomorrow. Extroversion managers' recent research reviewing corporate coaching programs that we can see this move from intuition towards rationalized models as complementary and off-setting to developments in strategic management [3, 6, 14, 22, 34, 58, 60]. The strategic importance of organizational customers is discussed as an asset. Also this paper describes the approach to organizational exploratory management at organizations. Like all scientific enterprises, a period of accumulation of evidence will be required before definitive conclusions may be drawn [13, 15, 26]. However, there are early gleanings that evidence based evaluation research is underway. For this reason by coupling quality with customer service recovering satisfaction as Figure 1, a few tactical actions for implementation [1, 7, 17, 22] can make the challenge simpler and provide leadership [30, 35, 39].

Figure 1: effective marketing strategies model



Creative effective marketing building is found in knowledge-based industries, which span many sectors finance, technology, media and learning. Central to success as knowledge creators is the culturing of independent individuals, organizational members able to re-invent businesses as required. Such capabilities are not nurtured in high compliance systems that penalize out-of-envelope contributions [13, 15, 26]. Any how effective marketing strategies search few question such as:

- 1) How does effective marketing affect customer value?
- 2) How strategic planning is carried out at different levels of the organization?
- 3) What does a effective marketing plan include?

For this reason Effective marketing & Customer Value and the Value Delivery Process is as follow:

Choosing (or identifying) + Providing (or delivering) + Communicating superior value

To assist in understanding the process used in a certain application; avoid potential misconceptions regarding the intent and define the activities associated with specific value studies, reclamation has defined four distinct types of value studies.

Also the value chain is a tool to identify key activities that create value & costs in effective marketing and identify ways to create more customer value. Therefore organizational capability relies in particular on coaching management skills, which rely on emotional intelligence and emphasis one-to-one, dialoguing, subordinate empowerment and mutually agreed targeting.

In relation of value core competencies including outsource less critical resources if better quality or cost and own competencies - core business, three characteristics are competitive advantage, applications - many markets and difficult to imitate. For this reason three key questions as value exploration for new opportunities, value creation for new offerings and value delivery for deliver more efficiently is necessary in according Figure 2 as a holistic effective marketing network:

Figure 2: A holistic effective marketing network
 Customers

		Customers			
		C ₁	C ₂	C ₃	
Products	P ₁	+	+	+	Highly profitable product
	P ₂	+			Profitable product
	P ₃		-	-	Losing product
	P ₄	+		-	Mixed-bag product
		High-profit customer	Mixed-bag customer	Losing customer	

Anyhow tactical actions steps for coupling quality with customers or customers including three Vs to Effective marketing: Value segment, Value proposition, and Value network recovering satisfaction are as follows [4, 11, 20, 28, 37, 56, 59]:

- 1) Top manager support: An organization's total quality efforts must begin at the very top and begin with the board of directors [16, 24, 32, 40].
- 2) Action plan: An action plan based on the survey feedback should then be formulated by the top management and communicated at every board meeting.
- 3) Vision: Develop a vision the organization does not have one already. The key to the initial adoption of quality is continuous communication of the vision within a comprehensive communication plan.
- 4) Quality improvements: Senior managers need coaching as the new theorists in coaching argue; coaching empowers individuals to achieve their inherent potential.
- 5) Quality circles: Employees, shareholders and customers, suppliers and competitors have a stake and essential ingredient for success is senior quality circles, which provides leadership in quality and stimulates cultural change.
- 6) Responsibility: The responsibilities accept of a senior quality committee can include [16, 24, 32, 40]: establishing strategic quality goals, allocating resources, sanctioning quality improvement teams, reviewing key indicators of quality, estimating the cost of poor quality, ensuring adequate training of employees and recognizing and rewarding individual and team efforts.
- 7) Satisfaction: This survey should be sponsored by the top management to send a clear message throughout the organization that quality is linked to customer satisfaction and the senior executives should then present the results to all employees that detailed strategies for improving customer satisfaction can be devised and communicated.

In hypercompetitive economy more rational buyers many choices, company win by fine tuning value delivery process & to choose, provide and communicate superior value. To ensure the opportunity to achieve the highest value, value program staff attempt to keep management or administration directed mission charges flexible enough to allow innovation. This staff make most of the recommendations for administrative and procurement processes that could

benefit from studies [16, 24, 32, 40]. Anyhow is the need to develop a means to inform administrative or procurement staff of the available resources and how to obtain assistance. Therefore core product or service quality and customer benefits return as key drivers [18, 19, 27, 31].

For this reason, there is a need to re-track fundamental management systems. Such concepts as investment valuation, ethical trading, stakeholder consultation, corporate social responsibility, value investment, preoccupy institutional investor communities.

In any case, the level of uncertainty is continuing to increase even as consumer prosperity overlaps into the new century, reacting against the undoubted brilliance of the recent industrial era. However, the mainly qualitative evidence available to date suggests that SP within organizations is an activity of a minority [18, 19, 27, 31]. There may be a number of reasons for the lack of SP. Historically the typical extroversion managers has tended not to have pursued higher levels of education level or to take formal effective marketing training. Hence there are two possible reasons why extroversion managers tend not to plan [21, 36, 44, 51] that they are emotionally unsuited to it. They think and act intuitively and they are simply unaware of the various tools which would enable them to plan systematically.

A further constraint, likely to restrict effective marketing exploratory by extroversion managers, is that they may not have sufficient financial information to prepare a formal plan. A lack of formal effective marketing exploratory planning may also relate to the fact that small organizations are just too busy surviving to take time out to plan ahead whilst others might argue the environment [29, 48, 55, 57]. A lack of formal effective marketing exploratory among organizations does not necessarily mean that organization is badly managed. It does, however, suggest that extroversion managers miss out on the opportunity to consider the overall direction of the effective marketing and management decisions may be made on the basis of poor information [41, 42, 53, 54].

The characteristics of the organization and extroversion managers and also organizations strategies hereafter termed effective marketing exploratory, influencing extroversion manager's behavior which might be used to inform analysis of the determinants of effective marketing exploratory in organizations. Organization characteristics were controlled out of analysis in order to focus our attention on the extroversion managers and effective marketing exploratory variables.

3. Extroversion managers

Organizational exploratory management systems were both outcome focused and financially focused and were neither multidimensional nor strategic. The organizational exploratory management became broader and included measures of innovation and service receiver satisfaction.

The most essential successful originated tools of organizations are:

- The effective marketing exploratory process management model;
- The effective marketing exploratory process auditing and assessment procedure of process successful;
- The effective marketing exploratory project management model;
- The effective marketing exploratory benchmarking procedure;

The nature of the extroversion managers is seen as critical in other aspects of the activities of organizations. A selection of the extroversion managers' characteristics is the potential to influence an owner manager's propensity to undertake organizational exploratory management. Predictions of the direction in which the variables will operate are inevitably problematic as there is little prior work on the determinants of organizational exploratory management upon which we can draw [43, 46, 47, 49, 50]:

- 1) Effective marketing exploratory ability: This variable has been identified as important in a number of studies.
- 2) Effective marketing exploratory experience: It may be strongly linked to ability and it could be argued that it might work in two ways. A long number of years running an organization as an extroversion managers might increase a propensity to plan future directions for the effective marketing or indeed, once the initial phases had passed and funding secured planning might well be less of a priority.
- 3) Effective marketing exploratory education level: In the context of organizational exploratory management, this variable might seem reasonable to hypothesis that the more highly educated extroversion managers will tend to be more aware of the desirability of organizational exploratory management and thus, organization run by the better educated extroversion managers might be more likely to have effective marketing plans.
- 4) Effective marketing exploratory innovation: A distinction here may be drawn between those for whom the current organization is their first and serial founders.
- 5) Effective marketing exploratory organizing: Organization founders are drawn either from operatives or from those with previous managerial experience.
- 6) Effective marketing exploratory strategy: Here it might be argued that extroversion managers moving into a new sector might be encouraged to plan rather more than those whose businesses were in sectors in which they had considerable prior experience.
- 7) Effective marketing exploratory potential: This was introduced into the analysis as it might be expected that local extroversion managers, who grew up in the geographical area under study, will tend to be introspective and less receptive to contemporary management practice.

The exploratorys between organizations and their localities have become an important research area and organization with links with local effective marketing institutions might be more likely to effective marketing plan. The argument here would be that mixing with local effective marketing leaders would increase awareness of the value of organizational exploratory management. Conversely, mixing with other extroversion managers of small organization might re-enforce towards the idea of organizational exploratory management, especially where organizational exploratory management was not seen as a key element of effective marketing activity.

4. Effective marketing exploratory management

Effective marketing exploratory management system is a technology-based organization management tool for developing and leveraging organizational customers' knowledge to maintain, and strengthen profitable exploratorys with service receivers. Thus, a effective marketing exploratory management system is an essential part of a global effective marketing exploratory management strategy which emphasis creation of satisfaction through the development of appropriate exploratory with key service receivers segments. The underlying premise of effective marketing exploratory management is that organizational exploratory creates organizational customers knowledge in order to:

- 1) Effective marketing exploratory effectively segment organizational customers,
- 2) Effective marketing exploratory develops and maintains long-term exploratorys with profitable organizational customers,
- 3) Effective marketing exploratory determine how to handle unprofitable organizational customers.

Through the creation and better utilization of service receiver knowledge, the service receiver exploratory should improve. Successful implementation of effective marketing exploratory management program depends upon four critical factors:

- 1) Effective marketing exploratory management readiness assessment,
- 2) Effective marketing exploratory management change management,
- 3) Effective marketing exploratory management project management,
- 4) Effective marketing exploratory management employee engagement.

The capturing the wrong organizational customers information, unclear goals, inappropriate selection and use of technology, inability to integrate people and processes and use of misleading metrics or improper measurement approaches are the major barriers in implementing and managing organizational customers projects. The seven deadly sins for unsatisfactory effective marketing exploratory management outcome are:

- Viewing the effective marketing exploratory management initiative as a technology initiative;
- Lack of organizational customers vision;
- Insufficient appreciation of organizational customers' lifetime satisfies;
- Inadequate support from top management;
- Underestimating the importance of change management;
- Failing to re-engineer organization processes;

The effective marketing exploratory management refers to the internal systematic approach systematically of the organization management and leadership to strive for organization successful excellence. The successful effective marketing exploratory management referring to all those measures through which one creates and strengthens confidence and trust in outsiders, especially service receivers, towards the organization abilities and service. When the comprehensiveness of the effective marketing exploratory management approach is being emphasized one also can use the concept effective marketing exploratory management instead of effective marketing plan. In practice, however, the both mean the same.

The aim of effective marketing exploratory management approach is to strive for the organization strategic and operational goals. Effective marketing exploratory management is based on a special expertise for enhancing effectiveness and efficiency of organization management and leadership. Thus genuine realization of the effective marketing exploratory management practices takes place in real organization activities both in the organization strategic leadership as well as in the operational realization of the organization services and targets.

The broad challenge for effective marketing exploratory management is to enhance positive substance of organization brand through various means that are consistent both with respect to one another and aligned with the organization strategic course.

As a whole the main principles in organizations approach include the following:

- Focus on supporting the effective marketing exploratory management strategic goals of the organization;
- Consistency of different effective marketing exploratory measures in order to strengthen one another;
- Alignment of the whole strategically and operationally for centering on the key issues;
- Comprehensiveness and a scope which covers the entire corporation;
- Integrating effective marketing exploratory management measures with organization processes.

Systematic approach instead of building separate systems such as quality systems effective marketing exploratory management approach is well harmonized with the organization strategies. On that basis also the quality policy was defined. General intention and direction towards effective marketing exploratory management is considered by the effective marketing policy statements:

- Always act so that the organizational customers what he or she needs;
- Improve activities and their results continually so that they will be better and more effective and efficient of effective marketing exploratory management.

The goal of effective marketing exploratory management, i.e. organization excellence, is reached through innovative management and leadership practices.

In order to realize effective marketing exploratory management objectives in all parts of the organization and at all levels of organization and management, an organization-wide management structure, a leadership infrastructure framework has been defined. The framework model was originally created at organizations. This model covers all organization functions in a natural and flexible manner and covers the following four levels of the organization:

- 1) The organization level: where the general principles, the common insight, goals, shared tools, and practices concerning effective marketing exploratory management are created, including how these principles are to be applied in practice on the basis of the organization requirements.
- 2) The strategic areas and unit's level: where decisions are made by the general manager of the organization unit and the other top organization leaders, and measures undertaken concerning the entire particular organization and especially the future competitiveness of the organization and management of the whole organization system are addressed. The organization system is composed of the interrelated operational organization processes. Very often in corporations there are different organization areas that may be at different development stages. All these need different strategic effective marketing exploratory management approaches but they may operate within one corporate culture.
- 3) The operational individual organization processes level: where decisions and measures concerning daily management are made and undertaken, and services are realized in real time for organizational customers needs.
- 4) The human and team's level: where the personal contribution of each member of the organization personnel including the top management is provided in natural working environments.

5. Results

Extroversion managers' recent research reviewing corporate coaching programs that we can see this move from intuition towards rationalized models as complementary and off-setting to developments in strategic management. In order to understand whether the extroversion managers is performing or not, we need to ensure that the extroversion managers is appropriate for each effective marketing strategy. In response to this research gap, this paper investigates whether extroversion managers should differ according to effective marketing strategy. Extroversion managers were asked whether or not they had a formal organizational exploratory management for their organization and the period of time to which it applied.

Extroversion managers ranged in ability from low to high. Clearly, within this group, there is a sub set of growth oriented extroversion managers whose propensity to undertake organizational exploratory management might be contrasted with those who were content with their current level of effective marketing. The latter may well belong to that group of extroversion managers often characterized as running lifestyle organization. From this overview of the selected extroversion managers' characteristics and the strategies of the sampled organization, it is now possible to explore the extent to which these differing characteristics and strategies influence whether or not an organization engages in organizational exploratory management.

The main focus is on the role of extroversion managers characteristics in influencing the propensity for organizational exploratory management. The interdisciplinary conceptual model will provide guidance to extroversion managers in developing contextually relevant method measures. The model provides extroversion managers with specific benefits such as:

- Measures to effective marketing exploratory management with strategically aligned framework for clearer logic

behind effective marketing exploratory management actions.

- Successful measure portfolio that discriminates between effective marketing exploratory management efficiency and effectiveness successful measures in order to avoid suboptimal successful.
- Set of effective marketing exploratory management guidelines to ensure method synergies are achieved in the targeting of high and low organizational customers lifetime satisfy segments with matching method costs and method response to organizational customers satisfy.

6. Conclusion

The role of extroversion manager's characteristics is in influencing the propensity for organizational exploratory management. The interdisciplinary conceptual model will provide guidance to extroversion managers in developing contextually relevant method measures. Many of organizations have sustained their effective marketing exploratory management systems focus over time, although these investments may or may not be considered part of a long-term effective marketing exploratory management strategy. The scope, size, complexity and duration of the effective marketing exploratory management projects seem to vary quite significantly across organizations. Poor planning, lack of clear objectives and not recognizing the need for organization change are the key reasons for effective marketing exploratory failures.

The most recent effective marketing exploratory management programs, for example some have clearly benefited from previous effective marketing exploratory management systems experience of suppliers, including considerably reduced implementation times and lower risk levels for comparable size programs. All these organizations had very different levels of success. Their success was determined mainly by the exploratory between the complexity of the system and the speed and phasing of its development and roll out. A effective marketing exploratory management system is not just service receiver interface software. Organizations believe that successful measurement frameworks should be multidimensional. Unfortunately, the early attempts at successful measurement frameworks were too financially oriented and did not provide strategic vision.

Extroversion managers have too many successful measures, and a simplified set with fewer yet more important metrics would lead to superior successful. Successful extroversion managers are hindered by too many low-level measures. Ideal successful extroversion managers must include measures which are strategically relevant as well as measures which address both efficiency and effectiveness of effective marketing exploratory management. For extroversion managers, the area of organizational exploratory method successful measurement is an area that represents a significant opportunity for effective marketing exploratory management investment and effective marketing plan management attention. The extroversion manager's characteristics showing a significant association with a commitment to organizational exploratory management and also organizational exploratory management showed a positive association with those extroversion managers with a growth orientation. It is concluded that extroversion manager's characteristics can be important in explaining and compilation the organizational exploratory management within the organizations for implementation

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