

The Role of Marketing in Interorganizational Relationships

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Abstract

In this post-modern epoch, demand has become less than supply, and corporate preoccupation has radically changed. The company's competitiveness is determined by its ability to expand and integrate its sales network and facilitate its operational responsiveness. To achieve this, companies set up market competencies and establish a business culture to influence links with their networks positively. This paper aims to discuss the existing tensions between suppliers and distributors to develop a network of inter-organizational relationships based on partnerships, through which the company employs external resources and carries out activities relating to an information exchange process. The results validate that there are currently two main models explaining how an organization can allow a sales network structure in which salespeople and distributors can sponsor new salespeople and be remunerated on a percentage or commission basis. The idea is to create multi-pillar relationship marketing whereby exploration and exploitation coexist. These results confirm the conclusive hypotheses of specific works, which indicate that companies can only gain and maintain competitive advantage through experience and experimentation.

Keywords: Information management, interorganizational relationships, networks, relationship marketing, business model