

Strategic Marketing Management and Organisational Performance: A PRISMA-Compliant Global Meta-Analysis

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Abstract

Strategic marketing management (SMM) seems to be an essential component in business success within several industries and countries. By contrast, the empirical literature has not been fully unified, producing evidence that is different depending on the approach used and results achieved. The paper provided in this study is a meta-analysis focusing on results of 22 primary studies conducted worldwide according to the PRISMA 2020 standards. The selected studies had been previously reviewed and analyzed on the grounds of the PRISMA 2020 standards provided by [1]. Random-effects meta-analysis has been utilized, and the analysis of publication bias performed using Egger's test and trim-and-fill. The analysis has shown that there is a positive correlation between strategic marketing management and organizational performance ($r = 0.438$, 95% CI [0.391, 0.483], $p < 0.001$). The values of digital marketing skills, segmentation strategy, and brand management dominate the selected analysis. The paper concludes that strategic marketing management has a high positive impact on organizational performance globally. However, understanding the extent of this influence may depend on marketing variable dimensions, the context being analyzed, and competition level.

Keywords: Strategic Marketing Management; Organisational Performance; Meta-Analysis; PRISMA 2020; Digital Marketing; Smes; Firm Performance