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RESEARCH PAPER

The Effects of Marketing Management on Organizational Performance

[1]Hashmatullah Feroz*, [2]Islamudin Akif and [3]Ataullah Muneeb

1. Assistant Professor, Department of Economics, Rokhan University, Nangarhar, Afghanistan
2. Assistant Professor, Department of Economics, Rokhan University, Nangarhar, Afghanistan
3. Associate Professor, Department of Business Administration, Khurasan University, Nangarhar, Afghanistan https://orcid.org/0000-0001-9154-0536

***Corresponding Author:** Hashmatullah.feroz2016@gmail.com

ABSTRACT

This study examine the effects of marketing management on organizational performance. This research employee a quantitative approach to assess the effects of marketing on organizational performance. Furthermore, the sampling technique used in this study is simple random sampling and the ordinary least square an estimation technique is used to analyze the findings of the study. The findings demonstrate that 1% increase in the marketing management would cause 30.2 percent increase in the organizational performance. Thus, the effects of marketing management on organizational performance is positive and significant. The "F" value shows that the developed model is good fit. The F-calculated value is 52.77 that is greater than the tabulated value, which is 4.84. Thus, the overall model is significant. The findings recommend that the targeted organization should pay attention toward marketing management to rise their sales.

KEYWORDS Marketing Management, Organizational Performance, Nangarhar, Afghanistan

Introduction

The concept of marketing management has several significant research over the past two decades (Alavi & Leidner, 2001). This type of research is viewed by different researchers in different ways depending on the amount of marketing management they focus on and the context of their study (Andreouand & Bontis, 2007). Much of the research conducted in this area has focused on the factors that characterize the presence in the telecommunication sector in Nangarhar. From a regulatory resource perspective and a definition of the diversity of existing of marketing management, this thesis uses the definition of (Akroush, 2006), which highlights the existence of assets and capabilities related to specific of the management of marketing, which is used to achieve the goals and objectives of the organization.

Such definitions provide guidance for assessing the impact of marketing management on organizational performance. In addition, our article concludes that KM studies as a whole do not have specific support for knowledge of the various functions in management, which can lead to mixed understanding between participants and produce unrealistic holistic results. Although little research has been done on marketing information management (MKM), it contradicts information management research in other areas (Barney, 1991). Focus on marketing management as it represents the characteristic of the researched data, which highlights the importance of playing essential role in technological industries in developing countries. The telecommunication industry has experienced significant growth and is characterized by intense competition, making it an ideal place to study the impact of marketing management on organizational performance.

The globalization of borders, which has evolved with the advent of technological advances, has changed the economic definitions of boundaries and distances, which are today known as the information age (Battor, Zairiand, & Francis, 2008). Look for a more dynamic, and transformative environment in a challenging environment. Organizations strive to maintain competitiveness in the global market through refinements and oil products in addition to their efforts to achieve excellence (Bharadwaj, Varadarajan, & Fahy, 1993), to technology developers professionals and academics. Intellectual and non-intellectual property, known as knowledge, is an important factor in the competitiveness of an organization. Therefore, organizations that are committed to success must gain sufficient knowledge and point out that this is an important factor for their competition (Bowenand & Scannell, 1999). The ability to create and disseminate such information has become an integral part of today's information age and it is really essential for the marketing management. It must be embedded in the organization's products and services, business processes, and in the minds and hearts of employees and as well as for the marketing of their products and services.

As a result of the rapid change in the new marketing knowledge, organizations around the world are facing global challenges (Bruton, Dessand, & Janney, 2007). The result is that organizations cannot face global complexity. This fast-paced and demanding business competition can be left to find something that doesn't exist. More guidance is needed for data sources to address today's unforeseen business challenges. Many organizations choose marketing management as a global management model to meet organizational management expectations (Carrillo, Robinson, & Anumbaand, 2003). Organizations appreciate that the rise of marketing knowledge is at the center of the struggle for power in all human institutions in the future. Therefore, companies will be determined to compete and differentiate based on what they do (Carrion, Gonzalezand, & Leal, 2004). Marketing management, which recognizes the existence of internal, symbolic, and subordinate uncertainties, makes it difficult to imitate competitors for marketing management activities in knowledge-based economics (Audreich et al., 2006). The increase in existing corporate business processes, even more so effective in consulting, and effective business elimination methods and repetitive processes (Chang, 1997). Chau (1997) suggests that marketing management and organizational competition directly affects organizational performance, the ability to provide, define, share, and implement marketing information that contribute organizational performance.

Literature Review

An empirical review of the literature on the subject of working goals will be presented in detail and an attempt will be made to measure their impact on organizational performance, which may lead to a deeper validation. The process of improving organizational efficiency from them. Review is done to eliminate the duplication of things and to provide a clear understanding of the existing of marketing management base in the problem area and to determine the purpose of the research. Literature reviews are based on the most recent and original authoritative sources, such as journals that report study findings.

According to Khalifa, and Liu (2003), corporate performance is the level at which an organization's business objectives are met. Ruggles (1998) stated that organizational performance is measured by factors such as customer satisfaction, quality improvement and marketing management. Better cost management principles than competitors, customer response, company product with competition managers and asset management. Other researchers view performance differently. For example, Tanriverdi (2005) stated that efficiency is the end result of an activity that includes the real outcomes of a strategic management process and is demonstrated by goal achievement. Wong (2004) reflect the organization's ability to achieve high productivity when providing the company's performance, customer satisfaction and the market share it can provide.

Although marketing management is widespread in the organization, however, there is still no standard framework for measuring or implementing marketing management participation in organizational activities, and much of the marketing management texts on the strong link between marketing management and organizational performance. It is looking at the theoretical fundamentals of the field of marketing management and the fact that it focuses on how to measure data management outcomes in advanced organizations (Andreouand & Bontis, 2007). The relationship between marketing management and organizational performance has been explored by many researchers such as in education, construction, small business, medium and large enterprises. Although his model shows significant results between employee knowledge-based competence and organizational outcomes, Hawariand and Al-Sukkar (2008) examined the relationship between marketing management competence, provider relationship management, and corporate performance. The study found that marketing management skills have a positive impact on corporate performance because supplier liaison management is a component mediator between marketing management skills and organizational performance.

Huntand and Morgan (1995) conducted a review of marketing management outcomes focusing on Iranian steelmakers, corporate strategy and efficiency. The results of the analysis showed that marketing management has a positive and significant impact on strategic planning and organizational performance. The results also show that there is a significant positive correlation between marketing management and organizational performance. Marketing management can indirectly have a significant positive impact on a company's operating results through strategic planning. Overall, the results of this study confirm that marketing management affects the organizational performance positively.

Hanvanich, Droge, and Calantone (2003), using intellectual capital as an intermediary variable, analyzed the impact of marketing management practices on corporate performance in integrated circuit companies traded on the Taiwan Stock Exchange. The findings of this study show that: (i) the use of marketing management has a positive and significant impact on organizational performance; (ii) Implementing marketing management effects the organizational performance postively. The small investment in the company's operations is positive and significant. Three studies found that cognitive investment mediation had some moderate effect on marketing management and organizational performance.

Dayand and Wensley (1998) conducted a study on marketing management and measurement to measure the impact on organizational performance in targeting the best manufacturing companies in Tehran, Iran. The methods used in the study were investment (ROI), balanced scorecard approach, and qualitative case study. The results of the study show that the reasons for marketing management initiatives are to facilitate better decision making, increase profits and reduce costs. However, marketing management faces the same challenges as other management issues, and is viewed as a manager, so it is important to consider that the data management process getting to the edge is key. And second, which measurement methods are most appropriate for assessing the impact of data management on regulatory performance?

Furthermore, Doyle (2001) argue that the current existence of global marketing problems is due to inadequate data processing and that organizations can only continue to compete if they have a good understanding of the market situation. Have and use the current situation wisely. Knowledge of customers for competitive advantage. Their results show that when there is communication between operational personnel, data management is a means of dissemination and this information is used to plan and implement unified operational responses. Single organizations that try to identify and understand existing and potential information in a business environment benefit competitor. The above studies focus on marketing management, not on the broader aspects of marketing management, so the following chapter presents the impact of marketing management on organizational performance.

Keller (1993) define the pursuit of knowledge as a process for creating and building vision, skills, and relationships. Data procurement activities include outsourcing surveys, providing data-rich companies, outsourcing to overseas training, hiring staff, purchasing databases, tracking technological advances, procurement, patented processes, and data collection. Through a competitive intelligence system, knowledge organizations also use strategies, tools, and methods that make it easier to serve and disseminate information Ruggles (1998).

They therefore argue that internal or external communication, interaction and learning are the process of requesting information as well as the method of obtaining information. It explains why employee competence and knowledge structure, as well as their affiliation with external networks, determine a company's ability to acquire knowledge. Spender(1994) explored the relationship between marketing management capabilities in Iranian export companies and the company's capacity. The organization indicators, which is corporate innovation and competitiveness and financial / economic outcomes, has all the senior executive members of the research universe companies who are members of the Rasoi Exporters Association and are widespread. Analysis of confirmation factors found 148 instances where both research models were significantly predictable. In addition, from route analysis, there is a direct and significant relationship between marketing management and organizational performance in this sector and it well evident that marketing management has a significant and positive effects on organizational performance.

Zeleny (2005) conducted studies to determine the impact of marketing management practices on organizational performance. The questionnaire was used to obtain information from 256 participants in the banking sector, and then analyzed the use of SPSS based on author findings, internal exchange of ideas, and access to corporate knowledge. We can increase their efficiency through marketing management. In addition, research has found that marketing management activities lead to quality service delivery, greater customer satisfaction, efficient use of resources, higher profitability, and efficiency. This work provides a framework for organizations to improve organizational performance to implement information management in the company.

Kaplanand and Norton (1996) analyzed marketing management and organizational performance in a number of commercial banks in Oka, Anambra State, Nigeria. A study specifically to determine whether there is a meaningful relationship between the definition of marketing management and organizational performance, and to examine the extent to which knowledge acquisition affects organizational performance. Descriptive research design was used and Pearson's relationship was used in the data analysis. It creates a positive correlation between marketing management and organizational performance. The results of the study show positive correlations in determining marketing management and organizational performance.

Huntand and Morgan (1995) conducted studies focusing on the effects of marketing management processes and academic performance in Iraqi higher education institutions. The study was based on questionnaire and cross-section design. The results of the study revealed a positive relationship between the marketing management process and the functioning of higher education institutions. The findings show that higher education institutions in Iraq can benefit from the marketing management process. Further research suggests that decision makers need to gain an in-depth understanding of the impact of marketing management processes in the context of Iraqi higher education in order to make informed decisions to improve the performance of their organizations.

Hanvanich, Droge, and Calantone (2003) examine strategies, knowledge and innovation in a Kenyan manufacturing company. A one-part survey research design was implemented targeting 655 companies in the manufacturing sector in Kenya. A static example of 266 companies used using the manufacturing sector representing 12 sub-sectors. Research shows that marketing management strategies have a positive and significant impact on the organizational performance of Kenyan manufacturing companies. Studies have concluded that high-level marketing management strategies in terms of discovery, acquisition and use (implementation) will lead to the creation of higher regulation that affects overall performance.

Foil (2001) examined the marketing management strategy and organizational performance of a young high-tech company in Germany using quantitative and qualitative data. The study found four different marketing management strategies. It showed that the strategies vary according to the company's performance due to the low village, mid-level, focus and voter and the sequence of marketing management's activities and the type of information received. The researchers also added, however, that gaining knowledge has a profound effect on the performance of high-tech companies in Germany. However, the type of marketing management strategies should benefit the needs of the organization.

Researchers believe that organizations inadvertently pursue information and do not realize that skills and relationships are lost in the process (Akroush, 2006). However, the acquisition and use of knowledge is an important component for the acquisition of knowledge, aspirations and abilities of the recipient (Alavi & Leidner, 2001). In addition, employees are encouraged to share ideas and expert knowledge. It should acquire several methods for generating ideas, such as internal competition with prizes for the best ideas given to the offer boxes, as these strategies often enhance employee engagement in the direction of corporate strategy (Barchan, 1998).

The knowledge creation process regarding marketing managements refers to ideas and actions regarding the creation of new ideas or materials (Battor, Zairiand &

Francis, 2008). It is the organizational skill to create new ideas and solutions related to different aspects of corporate performance. This can range from product and service management processes to technological innovation (Bowenand & Scannell, 1999). In the process of creating and retrieving marketing information management live cycles, information is obtained from within the cycle.

Iftikhar (2003) examined the effects of marketing management and intellectual capital on corporate performance in a state-owned bank company in Rasht, Iran. As a result of random modeling, it was found that factors such as productivity, innovation ability and dynamic ability directly affect organizational performance as well as indirectly affect organizational performance through production. In addition, the culture of learning and knowledge building has a positive impact on intellectual capital and performance. Keller (1993) conducted a study to examine the relationship between marketing management dimensions and organizational performance in the organizations. The oil producer model in Iran examined the impact of marketing management on organizational performance. A simple random sample was collected using a standard questionnaire by 194 employees at Miss Sarchashmi. Data were analyzed by SPSS and the Pearson connection test was used. The study found that there is a significant link between organizational performance and

Smith (2006) focused on the Malaysian auto industry and conducted a detailed study of the effects of marketing management on organizational performance. In this study, the profound role of knowledge structure as a model of quality processes in the context of socialization, externalization, integration and internalization will be examined. The study found a positive correlation between marketing management and organizational performance. Studies have concluded that the process of sustainable development is one of the most important and well-known programs in many producers around the world.

Young (2006) experimented with establishing a marketing management institute at one of the best manufacturing facilities in Kenya. Samples of 60 senior executives in the top three productive businesses identified two fundamental factors that affect organizational marketing management: organizational practice and technology infrastructure. The study concluded that organizational practices related to knowledge dissemination had a significant impact on creating value for the organization. It can be concluded that corporate action and technology infrastructure should be considered as a priority.

Iftikhar (2003) view marketing management as a process of social nature and as an environment in which individuals from different information networks create new knowledge that expands value and volume for enlightenment and by Kaplanand and Norton (1996) . That said, marketing management is possible through processes and activities in synthesis, improving, consolidating, coordinating, distributing and reorganizing information. This process allows companies to convert personal information into company information, making personal information useful for the company. The change-focused data management process is a process that focuses on creating useful information available. Some of the processes that transform information are the ability of companies to organize, organize, structure, coordinate or distribute information.

Organizations need to create a framework for organizing and regulating knowledge structures, because without a common representation standard there would be no coordination or general knowledge talk. The marketing management process, defined by knowledge transformation regarding marketing managements, is a step that facilitates useful learning from available information. Steps to change knowledge include organizational capacity, integration, structure, coordination and learning transfer (Cohenand & Kaimenakis, 2007). Acquisition of various internal and external assets is not effective without turning it into a profitable structure. This means that applying new and existing knowledge to decision making improves organ function and success.

Hanvanich, Droge, and Calantone (2003) examined the impact of marketing management practices on organizational performance in the banking sector in Pakistan. The results of the study showed that the data management dimensions have a positive impact on the bank's operational results. In addition, the results of the study showed that marketing management activities such as data acquisition, data exchange, data usage, and data protection result in ability to provide quality services to customers, customer satisfaction, high efficiency in resource use.

Huntand and Morgan (1995) examine the impact of marketing management on the organizational performance of Indian software companies. The results of the study showed that there is a significant correlation between marketing management and organizational performance. In addition, the results of the study revealed that system structure, data exchange strategy and implementation had a positive impact on the performance of the organization. The authors suggest that the findings of the study could benefit managers in implementing marketing management programs in their organizations.

Hawariand and Al-Sukkar (2008) examined the effects of marketing management on organizational performance. A descriptive and bilateral segment survey design was used to target all 43 commercial banks in Kenya. Four processes of perceptual change - socialization, externalization, integration, and internalization - are introduced. It is measured using indicators such as problem solving, explanations, effective processes, information technology support, and irony. It also measures performance using non-financial metrics including: new products, market crisis response acceleration, product development, customer protection, and new processes.

The study found that knowledge change and application of knowledge had a positive impact on the performance of commercial banks in Kenya. The findings also show that the management of a commercial bank should encourage interaction between employees and customers. In addition, banking processes should be used to improve information awareness and interpretation to the application (knowledge). Although this study was conducted in Kenya with a combination of domestic and foreign property and focuses on domestic banks, this study differs from the current studies focusing on the organization.

Kanerand and Karni (2004) examined the effects of marketing management assistance on organizational performance in the Kenya Revenue Authority (KRA) and the results showed that an important factor in marketing management is the corporate culture. (Collaboration, mutual trust, education and leadership). The study therefore concluded that information management assistance affects the activities of the Kenya Revenue Authority. The audit is a case study that focuses on a single organization, the Kenya Revenue Administration, and variables. Khalifa and Liu (2003) examined the impact of marketing management on the organizational performance of commercial banks in Nakajima.

Material and Methods

In this research, quantitative research was employed to determine what the influence of marketing management in the performance of organizations was. Quantitative views are perspectives which are used by researchers to define events in terms of definition and meaning as the people bring out their experiences. The research that fulfil the research needs and at the same time answer research problems that want surface data are known as the quantitative type of research (Collinson, 1999). It also finds use where there is the possibility of statistical applications being able to handle this phenomenon (Darroch, 2005).

Quantitative researchers aim at getting the feel of the event as the individual experienced by getting the information through various sources (Davenport, Delong, and Beers, 1998). The study on the survival of telecommunication sector involves an administrated questionnaire with business owner-manager. Being a leader of SMEs with operation history of more than 5 years, I am concentration on using structured questionnaire. I will watch the relation between the people and the elders. Another method that can be used to get information so as to understand this trend is follow up.

The quantitative research approach has fulfilled the requirements in the investigation of the phenomena of this research. This research vision implies linear investigations into the accounting relationship of variables that this research produces or relationship among these variables (Alavi & Leidner, 2001). Quantitative researchers develop questions and hypothesis on which the study will be guided and based on (Bernard, 2016). The quantity of variables is governed using quantitative behavior. The study has a lot of things which should be quantified (Akroush, 2006). Researchers in quantitative research dissociate themselves with research process, and study objectives are variables and conditions to make sure that it takes place with the idea of identification or analysis of the experience of participants. Qualitative surveys cannot be done by using quantitative methods (Andreouand & Bontis, 2007).

The target population will comprise of the companies that fit the selection criteria as telecommunication sector and have already been operating in the various industry within Afghanistan. In this study, the intention is to sample a variable in the population that were telecommunication industries and business owners' managers who fit in the criterion of taking part in the study. Sampling technique of the study study is simple random sampling and the sample of the study is 93 employees of the telecommunication sector working in Nangarhar, Afghanistan.

Another process in the research sampling process is population targeting (Hayat, 2013). Selection and segregation of researchers are coverage needs to the target population. The sampling plan will involve choice of the goal of the participants. Sampling under this method entails categorizing people based on some measures stipulated by the researcher prior to choice of sample people (Bharadwaj, Varadarajan and Fahy, 1993). Another technique of enhancing the accuracy of research is by using the data of those who participated in research to guarantee questionnaire validity (chang, 1997). The other point to be made is the selection of members who are willing to participate in the study and share their experience with the trend.

Adopting quantitative methodology, the following aspect will be considered by researchers, the sample size that can be used to obtain various types of information and learn deeper about phenomena (Cohenand & Kaimenakis, 2007). Quality production in selecting adequate sample in a research (Darroch, 2005). The sample size was taken so that participants could respond to research questions accordingly, and it was based on data depth in terms of frequency in data (Davenport, Delong, and Beers, 1998).

It was also applied as a major research instrument in this study which collected first-hand data of each respondent through self-administered questionnaire. Quantitative research emphasizes the application of instruments that support the gathering of precise and trustworthy information of the assumed questionnaire (Yen, 2014). Researchers take into consideration the role of data collection gadgets. With quantitative study, whereby the researchers have a responsibility of solving the ethical problems and obtaining information in relation to a specific area of research (Bharadwaj, Varadarajan, & Fahy, 1993). They can apply certain level of adaptation and flexibility because there is the chance that they can study the problems which appear on the ground more deeply (Bowenand & Scannell, 1999). Under this study, the researcher employed a likert scale questionnaire of sort or five points. The first section of the questionnaire is personal data. Questions on marketing management form the second section of the questionnaire and issues on organizational performance occupy the third section.

Research data will be required in data analysis in quantitative research in order to determine the patterns and topics in clarifying the central research questions (Akroush, 2006). The opinion of the trend by the participants is seen in the analysis of the data (Barchan, 1998). The key objective of the researcher in analysis of data is to expound the information gathered by the researcher and how it relates to the question under investigation.

The idea behind carrying out data analysis in the study was, according to the data to be analyzed to clarify the result and incorporate them in the research report. The analysis of data is essential in the preparation of the research findings that will be required to reach an evidenced based conclusion (Battor, Zairiand, & Francis, 2008). My analysis of research data was performed through the ordinary least square. The descriptive and correlational tests are also given in the report by we

Table 1
Descriptive Statistics of the Study

Variables	N	Min	Max	Mean	Std. Deviation
Marketing Management	93	1.40	5.00	3.948	0.599
Organizational Performance	93	2.00	5.00	3.959	0.6843

Descriptive statistics provide a summary of the important features of the data such as the mean value, standard deviation, the minimum value and the maximum value. In the study, 93 observations were studied. In case of marketing management, the lowest figure was 1.40, the highest was 5.00, the coefficient of average was 3.948, and the standard deviation was 0.59. The minimum, the highest, the averages, and the standard deviation of the organizational performance were respectively 2.00, 5.00, 3.959 and 0.6843.

Table 2
Correlation Matrix of the Study

		Organizational Performance	Marketing Management
Organizational Performance	Pearson Correlation	1	
	Sig. (2-tailed)		

	N	93	
Marketing Management	Pearson Correlation	0.70**	1
	Sig. (2-tailed)	0.000	
	N	93	93

The correlation matrix is used to analyses the relation between the variables in the research model. Correlation coefficient is expressed between -1 and +1 where the value of 0 represents no relationship, value when expressed more than 0 represents a positive relationship and the converse when expressed less represents a negative relationship. It shows that marketing management has a substantial positive relationship (70.6%) to organizational performance. As well, the model is associated with a significant statistical value at the 0.01 level (99 percent confidence level), which means that the results are reliable.

Table 3
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.735a	0.540	0.530	0.4693

Model summary determines how well the regression model fits, basing on the R-squared (R^2) value, being the ratio of the variance in the dependent variable that is related to the independent variable(s). The R^2 obtained in the present study is 0.540 (54.0 percent) that is, 54.0 percent of the variance in organizational performance (DV) can be attributable to marketing management (IV). The other 46.0 percentage of the variation is explained by the other factors that are not in the model e.g. external influence or some other variables that cannot be measured.

Table 4
ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	23.256	1	11.628	52.778	0.000b
	Residual	19.829	91	0.220		
	Total	43.085	92			

The ANOVA findings affirm that regression model really fits data. F-statistic (52.77) exceeds the critical value (4.84), and thus conclusion on rejection of the null hypothesis can be reached at a significance level (0.01) (99% confidence). This implies that the model is significant. Furthermore, a p-value of F (less than 0.05) further justifies the validity of the model and hence confirms that independent variable(s) have significant explanatory power over the dependent variable. In such a way, we may come to a conclusion that the model is reliable and well-specified.

Table 6
Regression Result of the Study

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	0.753	.341		2.209	.030
	MM	0.302	.097	.264	3.122	.002

The regression result shows that a one percent rise in the level of marketing management is associated with a 0.302 percent growth in the organizational performance according to the unstandardized coefficient (B = 0.302). This positive correlation will be statistically significant and p-value will be less than 0.05 that will enable us to reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). Therefore, it is established that marketing management plays an important and positive role in the performance of an organization.

Conclusion

This paper is the analysis of the correlation between marketing management practices and organizational performance in the telecommunication industry in Afghanistan as the case study is given to companies operating in the province of Nangarhar. The study is using the quantitative methodology where the data is collected using simple random sampling among the employees of different telecom organizations. The most important analysis tool that will be used to determine the impact of marketing management on the organization is the ordinary least squares regression method.

The results indicate the existence of a statistically considerable positive correlation between marketing management practices and organizational outcome. This piece of analysis shows that increased attention to the management of marketing activities has increased the results of executing these activities or managing futures in company managers. The effectiveness of such association has been statistically proven since the null hypothesis regarding the insignificance of this relationship was rejected and alternative hypothesis stating a significant influence of the marketing management in the outcomes of the organization was accepted.

The regression model exhibits a high level of validity with the fact that both statistical indicators show suitability in the analysis of these business relations. The evidence jointly combines on hypothesis testing and model fit statistics, which gives very strong evidence to conclude that marketing management is a significant factor deciding on the performance of an organization in this context. The findings are helpful in the analysis of telecommunications companies (in terms of business optimisation) that are keen to perform better by adopting effective marketing management systems.

This research looks into how marketing management practices can relate to the organizational performance in Afghanistan in the telecommunications industry with particular observations made on companies found in Nangarhar Province. The quantitative research methodology was used, and the data was obtained by interviewing the employees in different telecom organizations using simple random sampling. The regression analysis with the ordinary least squares is the main instrument of analysis to determine how the marketing management influences organizational outcomes.

The results of analysis show that there is some positive relationship between marketing management efforts and perceived organizational performance, which is statistically significant. Results based on both studies prove that when more attention is paid to marketing management, the performance of companies can be enhanced which can be measured. This association has received statistical approval by the rebuff of the null hypothesis, which proffered that there was no pertinent affiliation between them, against the alternative one, which claimed that marketing management had enough bearing on organizational outcomes.

The validity of the regression model is high, and every statistical measure proves the necessity of using the model to study such relations in business. The cumulative efforts of the hypothesis checking and the model fit statistic has made a strong case to indicate that marketing management is an incredibly important feature that determines the performance of an organization in this scenario. These understandings have a greater application to the telecommunications firms that are interested in improving their business operations by applying strategic marketing managements in the emerging market of Afghanistan.

Recommendations

- Based on the findings of the study, we strongly recommends from telecommunication sector that they should focus on the management of marketing in order to rise the organizational performance of telecommunication sector in Nangarhar.
- Telecommunication sector should make such marketing strategies that assist in rising the share of markets and in turn, this would lead to rise the performance of telecommunication sector in Nangarhar, Afghanistan

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