

APPLICATION OF KNOWLEDGE MANAGEMENT PROCESS AND MARKETING RESEARCH IN THE FOOD COMPANIES¹

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ABSTRACT

This paper is about two processes that are essential for the operation of modern companies. These processes are knowledge management and marketing research. The applications of the knowledge management process and the marketing research in this paper are shown through the companies from the food industry, as one of the key industries in Macedonia. The goal of the applications is progress in the production and sales of the food products on the domestic market.

In this paper, through appropriate research of the knowledge management process and marketing research, is presented how food companies based on the knowledge they possess and newly acquired knowledge can increase cooperation within and outside the company, advance workflows, increase sales, achieve competitive advantage in the market, gain new customers and achieve their goals.

KEY WORDS: knowledge management process, marketing research, food companies

INTRODUCTION

This paper is about marketing research in the food industry in the Republic of Macedonia, as an industry that is constantly growing and is the key

¹ professional paper

to development and progress of the whole society. The number of companies engaged in production of food products increases from year to year. Also, imports of food products is growing, causing the market of food products continually to increase. [1]

For domestic food industry to be competitive on the market, it needs to make appropriate marketing decisions that can meet consumer demands, increase the value of domestically produced food products and to achieve the set objectives of domestic producers.

In order to make the right marketing decisions, these companies need to carry out proper marketing research. Marketing research to be properly done regarding the needs and requirements of the food companies, it is good to be used in parallel a process of knowledge management.

Furthermore, the knowledge management process can contribute to more effective processing of data obtained from the marketing research to making easier and quicker decisions in relation to some activity or problem in the companies.

MARKETING RESEARCH IN A FUNCTION OF KNOWLEDGE MANAGEMENT PROCESS

Nowadays many companies are not as effective if they do not capitalize the knowledge they possess and their overall success depends on how they manage with this knowledge because, it is a source of development, growth and profit. [2]

Because knowledge is a precondition for the success of companies, it should be properly managed in every stage of its creation or discovery, processing and delivery to the appropriate person. [3]

Also, the success of the food company depends not only on how well a sector does its job, but also by how well the company coordinates sector's activities to implement major business processes. [4]

The same applies for the application of the marketing research as an important business process in the food company.

Through the marketing research are obtained relevant data, information and knowledge and thus marketing research is into the function of the knowledge management process.

Because the knowledge management process combines knowledge in the company and organizes all necessary steps for proper management with it, we can say that this process can help to overcome barriers to conducting marketing research in company and management of knowledge obtained from the marketing research. The process of knowledge management motivates management team to gains knowledge through marketing research, then contributes to adequately disclose the research problem, to create criteria for hiring researchers to obtain relevant findings of the research and to create appropriate decisions for working. With overcoming the barriers, marketing research can be realized without problems and reached the desired results.

APPLICATION OF THE INTERACTION OF THE KNOWLEDGE MANAGEMENT PROCESS AND MARKETING RESEARCH IN THE FOOD INDUSTRY

The research is done in 30 medium and large food companies in the Republic of Macedonia in order to be detected the interaction between these two processes: knowledge management process and marketing research and the implementation of this interaction in the food industry. The study sample is representative, obtained by the principle of objectivity.

To be proved that there is an interaction between these two processes and that it is used, needs to be seen whether food companies are doing marketing research according to pre-defined sequence of actions, have employees to perform the marketing research, have defined methods and techniques for collection and processing of new knowledge, use certain tools for storing, transferring and updating the knowledge. Also it is necessary to consider the benefits that food companies are finding, if they performed marketing research according to pre-defined sequence of actions and have a staff that is in charge of implementation of the research. Also it is needed to find out whether companies have any model for the collection and management of the available knowledge and whether they thought using such model it easier and faster to make marketing decisions.

The objective of this research is food companies to conduct marketing research in order to make appropriate marketing decisions and to apply the knowledge management process, ie to have adequate storage, processing and dissemination of data and information obtained from the marketing research. At

the same time, these same companies should be motivated to think to achieve success and their goals through the proper use of knowledge, and through its continuous updating and recharge.

ANALYSIS AND INTERPRETATION OF THE RESEARCH RESULTS

In the most of the food companies, ie 70%, marketing research is conducted with a pre-defined sequence of actions. Also, 63.3% of the companies have some employees who are responsible for organizing and conducting the marketing research.

74% of companies that have some employees who are responsible for organizing and conducting marketing research are using previously known methods and techniques for data collection. While 36% of companies that do not have some employees who are responsible for organizing and conducting the marketing research, are not using previously known methods and techniques for data collection.

Also, 63.3% of companies use software for data processing.

40% of the food companies have partially defined the transfer flow of data and information between employees and 50% of companies have also partially flow of the adoption and implementation of the marketing decisions.

57% of food companies that have a defined flow of data transfer, also have defined flow of making marketing decisions.

67% of food companies that believe that marketing research can help them to achieve their goals, perform the marketing research with predefined sequential activities.

In most of the companies, 43.3%, partly there is a model for organizing and conducting the marketing research. In 36.7% of the companies there is partly such a model, and in the others 20% do not exist that kind of model.

63.3% of food companies think that if in the company there is a model for knowledge management, then marketing decisions can be done much easier. For this claim, partly agree 26.7% and 10% disagree.

66.7% of the companies that do not have model for organizing and conducting the marketing research, also do not have defined flow for making marketing decisions.

54% of companies that have used partly this kind of model have partial flow on the adoption of the appropriate marketing decisions.

66.7% of companies that receive, and 54.5% of companies that partially receive new knowledge through marketing research, consider that if the company use a model for knowledge management, than they can make appropriate marketing decisions more easily.

According to this information, the interaction between the knowledge management process and the marketing research is not fully represented in food companies in the Republic of Macedonia, but it has a great tendency to be changed. In order to be used this interaction, first, the knowledge management process should be used in the daily work activities in the food companies, and then to be applied for organization, implementation and management of knowledge gained from the marketing research.

CONCLUSION

To improve the situation in the food companies, or to apply fully the interaction of the knowledge management process and the marketing research, it needs to be taken certain actions.

Food companies should implement a model for knowledge management that will be part of a marketing research that the company will conducted. On this way, marketing research can be done smoothly according to previously known activities, and the information received from it will be effectively processed, also according to the known and defined way. Furthermore, the model will display where to store the knowledge, when to transmit to the employees, with a purpose, the knowledge to be proper used and achieved the certain companies' goals.

Also, to promote the application of the interaction of the knowledge management process and the marketing research, food companies can implement proper software solution for knowledge management. This software, except for the management of overall knowledge, can be used also for the treatment and management of knowledge gained from the marketing research.

To have a complete understanding and application of the knowledge gained from the marketing research, the knowledge management process should be part of the all the operations of food companies. In this way, employees can

perform their tasks more effectively, to advance the company and contribute to its development and progress.

When the food companies are progressing ie they produce new products, attract new customers and increase their sales and market share, therefore, benefits are for both, for the companies and for the progress and development of the food industry in the Republic of Macedonia.

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