



**International Journal of Biology, Pharmacy
and Allied Sciences (IJBPAS)**

'A Bridge Between Laboratory and Reader'

www.jibpas.com

**THE EFFECT OF OPPORTUNISM IN TECHNOLOGY ON MARKETING
ACTIVITIES**

ALIREZA MOGHELI AND ASIYEH MAZAREII*

Master of Public Administration of human resources trends: Payam Noor Shiraz

ABSTRACT

In jumpy environments, companies are able to survive and grow to take advantage in compare to its competitors from the competitive advantages. There are resources outside the bounds of organization that companies can create the stable advantages competitive with their abilities. One of these abilities is opportunism in technology. Opportunism in technology considers as an approach to understand and respond appropriately to new technologies. Therefore, opportunism in technology is the positive and useful approach that makes companies able in market to compete better. Also, opportunism in technology is known as suitable reaction of company for facing to technologic changes. The method of statistical analysis is structural equation modeling and least squares. 7 options Likert spectrum is also used in this research. Hypothesis marketing activities and capable of responding to customers was significant at 1 percent level. Hypotheses opportunism in technology and marketing activities were significant in 1 percent level. Hypotheses opportunism in technology and capable of responding to customer were significant in 1 percent level. The main result of this study is that opportunism in technology by marketing activities on capable of responding to customers has positive and significant effect.

Key words: opportunism in technology, marketing activities, capable of responding to customers, least squares, structural equations, competitive advantages, customer orientation

INTRODUCTION

In today's global economy, knowledge as the most important capital has been replaced of financial and physical capitals. The environment that business operates in, is the new environment which is described by continuous innovation, the development of communication technology and digital, communication network form of organizations, development technologic factors and promotion of intangible factors and organizational.

Managers with understanding the role of intangible resources in organization have been thinking to access competitive advantage with creation and operation of them, so they require to know what constituent components of these resource are, and how they are measured and how we can make report from them. Organizations are entering into knowledge-based economy, the economy which the knowledge and intangible assets are known as the most important competitive advantage of organization. Nowadays, the way of using intangible assets has important effect in successfully and survival of organization, in a way that this issue causes to create new research and study area in management. In this economy, intellectual assets and especially human capitals are considered as the most important organization assets and potential success of organization

has root in intellectual ability and their capability to innovate (**Maleki and Sarani, 1, 2013**).

In this research, the main emphasis is on strategies those change the organization technology and its effect is on marketing activities and company performance. According to the importance of changing in organization development especially in the field of business, it is attempted in this research to study the development management in the field of opportunism in technology and its effect on performance is evaluated.

Literature and background of the study

The concept of market-oriented has been under the attention of scientist and managers and it is one of the most effective marketing ideas. Since the introduction of market-oriented research, different scientists have presented different approaches in the field of market-oriented and each of them has paid attention to market-oriented from their especial approach (**Rookret, 1992**).

Marketing is a connection bridge between internal and external stakeholders. Opportunism in technology can lead to improve performance when the concentration of marketing activities on resources is assets and abilities of internal and external stakeholders. However, the way which

marketing activities help to this improvement is existed unclearly. Therefore, understanding of equations not only helps the company to opportunism in technology but it also clarifies how marketing activities also help company.

Marketing is the relationship between company and customers which creates communication flow between company and customers. This relationship is necessary for having the ability of opportunism in technology. Consequently, if marketing activities like advertisements, sales promotion and public relations use correctly from resources and assets and abilities, they can be effective in company abilities for understanding and reacting to new technologies (**Sarkees, 2011**).

Marketing researches often pose as tools for merchants in making better decisions. Marketing researchers are investigating in order to determine potential power of market, market share, and amount of customer satisfaction, buyer behavior and also about the way of pricing, kind of production, distribution, and promotion and expansion of sales. They believe that marketing researches help to perform the concept of marketing, because as the organization do preparation this concept, marketing researches are considered as the way for integrating the organizational activities and focus on needs of

the market. Marketing researches can be posed as an important factor in producing the intelligence in orientation and it helps to concentrate on organization attempts in active searching and producing suitable information of market in order to provide their needs and customers demands (**Katler, 2005**).

The importance of technology is considered as the main factor and the engine of economic development in today's world. Technology is grown in the lap of knowledge and basically, the transition from the realm of research and development, it is possible to discover and create the application knowledge field in human life. Creating technology requires investment in searching and developing and teaching the human labor. Therefore, with this long process of exchanging research ideas to economic production, the technological crack among developing countries and developed countries is more from day to day. So, there is no any doubt that the only way of compensating the backwardness of the country or an economic firm is using of others successful experiences in new areas. On the other words, there are no that many human sources, capitals and time to cross the way that people passed it in one or two centuries with high attempts and spending so much resources. Transferring technology is the shortest way to access to research results of

other countries in solving industrial problems of the country. With the study of development background of other developing countries, especially East Asian countries, it can be seen that they have reinforced their basic technology by transferring it from developed countries through the way of developing them for solving their problems immediately and then with creating the appropriate economic infrastructure, they try to strength their academic and research center (**Srivastava et al, 2002**).

Research background

In the research of **Karimi et al (2012)**, it has been dealt with to study the effect of competitive strategies, capabilities of information technology and capabilities of knowledge infrastructure on company performance. The statistical society of 80 companies managements in area of small industry located in Toos industrial town and also located in Knowledge and technology park of Mashhad was collected. Among three studied independent variables, capabilities of infrastructure and competitive strategy affect on performance directly, but effectiveness of capabilities of information technology variable on performance is only from other model variables.

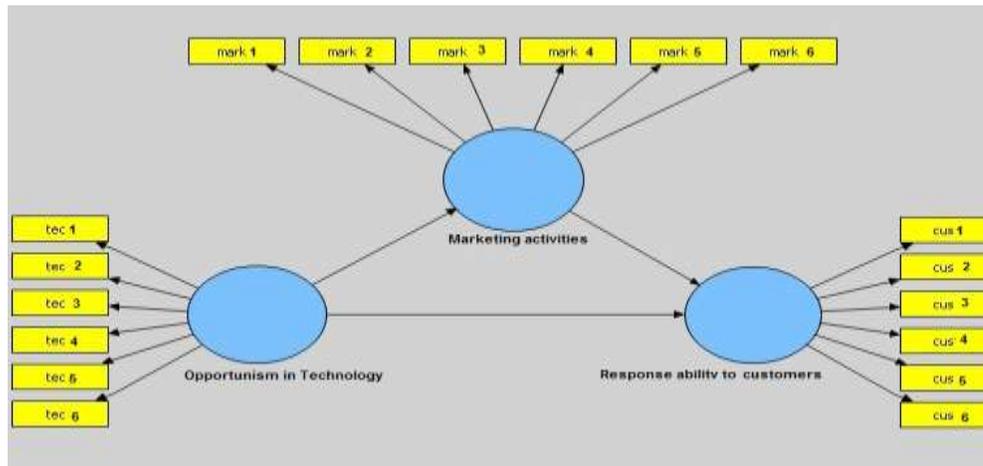
The research of Cheng &Fu, as it is shown in picture 9-2, it deals with to study the

relationship among organizational interagency relations, relational orientation, institutional orientation, inter-organizational knowledge sharing. In this research, the meaning of institutional orientation is the tendency of the company to share more knowledge with other companies based on theories of institutionalism and environmental forces pressure. Relational risk refers to the opportunistic of partners and exploitation in collaboration with them and also relational orientation refers to the company willingness to have strong relationship with partners. The statistical society of this research included 1000 Production Company of Taiwan that 312 companies chose among them accidentally. The results of research show that there is negative relationship between institutional orientation and relational orientation with relational risk and also there is negative relationship between relational risk and inter-organizational knowledge sharing and there is positive relationship between institutional orientation and relational orientation with inter-organizational knowledge sharing.

Conception model of research

According to the Sarkees hypotheses and researches, **2011 and Chen, 2004**, the relationship of each variable based on research background has shown in one casual

model. The relationships among structures square. due to nature of structural equations are least



Picture 1: conception model of research (Sarkes, 2011 and Chen et al, 2004)

In Picture 1, the conceptual model of research along with items of each variable and relationship among variables in the output format of Smatpls software has been brought.

Statistical society and the method of sampling

The statistical populations of this research are master management, senior managers, sales experts, store, and search and development of Iran chemical industry and for collecting questionnaires, simple random sampling method is used. Total 125 questionnaires were distributed in company which out of this number, 87 questionnaires were used.

In this research, simple random sampling method is used. Sample size is obtained by the formula in below:

$$n = \frac{N \delta^2 z^2_{\alpha/2}}{e^2(N - 1) + \delta_x^2 z^2_{\alpha/2}}$$

- n: Minimum sample size
- N: The number of society
- $Z_{\alpha/\tau}$: Amount of estimation with considering the significant level of 95 percent of this amount is 1/96
- σ^2 : Variance of society

Model estimation

Table 1: results of path coefficient and amount of t

Result	T-Statistics	Path coefficient	Hypotheses
Confirm(in 10% level)	1/8	0/24	Opportunities in technology->ability to respond
Confirm(in level 1,5, and 10 percent)	3/5	0/62	Opportunities in technology->marketing activities
Confirm(in 1,5,10 percent)	4/3	0/74	Marketing activities->ability responding to customers

Table 2: Summary of path coefficient (direct and indirect)

Indirect	Total effect	Direct effect (path)	Hypotheses
----------	--------------	----------------------	------------

effect		coefficient)	
0/37	0/58	0/24	Opportunism in technology->ability responding to customers
0	0/58	0/62	Opportunism in technology->marketing activities
0	0/63	0/74	Marketing activities->ability responding to customers

Table 3: Effect size

Amount of effect	f ²	R ² _{excluded}	R ² _{included}	Path
Weak	0/003	0/517	0/532	Opportunism in technology->ability responding to customers
Strong	0/487	0	0/375	Opportunism in technology->marketing activities
Strong	0/447	0/279	0/563	Marketing activities->ability responding to customers

First assumption: the effect of opportunism in technology on marketing activities

For investigating the hypotheses in above, structural model is used. As it is observed in table, positive relationship of opportunism in technology and marketing activities with regard to the amount of t and the method of automatic startup method are confirmed. The process of automatic startup non-parametric in modeling of PLS considers as a base for statistical confirmation. After performing the algorithm of t amount which is bigger than 2/56, it shows that the equation is significant in level of 1, 5, and 10 percent and it is confirmed. After the significant of path, it has been dealt with the study of direct and indirect effects by standard Beta coefficient. The researchers who use path modeling PLS should evaluate and describe the collection of direct and indirect effects of one determined variable on another variable, not only its direct effect, even if the direct effect is significant. Based on the **Table**, direct effect

amount of Beta is 0/62 which means that if equations amount with suppliers changes one unit, the amount of ability responding to customers will change 0/54 units. Since the effect of opportunism in technology on marketing activities is zero, it can be ignored. Effect amount shows the strong relationship and it is similar to the results of **Chen et al (2004) and Vizgerz and Hensler (2009) and Sarkes (2011)**. In the **Sarkes (2011)** research, it has dealt with the study of these two structures that similar results to this research are obtained and positive and significant relationships between two variables of opportunism and marketing activities are existed. This result is shown in researches of **Zigerz and Hensler (2009) and Chen et al (2004)** with strengthening the company performance and its abilities.

Second assumption: the effect of opportunism in technology on ability responding to customers

For investigating the hypotheses in above, structural model is used. The results show that opportunism on ability responding to customers with regard to the amount of t , $1/8$ in level of 10 percent has been significant and it has positive and significant effect. Therefore, the second assumption of research is confirmed. The amount of β , the total effect and indirect effect are in order of $0/24$, $0/62$ and $0/74$. Since the amount of indirect effect is very low, it shows that the effect of opportunism on technology is done by marketing activities. Also, f^2 shows weak effect and the obtained result are similar to the results of researches done by **Chen et al (2004)** and **Zigerz and Hensler (2009)** and **Sarkes (2011)**. The results of this research show that if company has abilities of organizational orientation network and suitable marketing abilities, it can have positive effect on ability responding to customers and it improves financial performance.

Third assumption: the effect marketing activities on ability responding to customers

For investigating the hypotheses in above, structural model is used. The results show that long term relationship on ability responding to customers with regard to the amount of t ,

$4/3$ in level of one percent has been significant and it has positive and significant effect. Therefore, the third assumption of research is confirmed. The amount of β , total effect and indirect effect are in order of $0/74$, $0/63$ and zero. The amount of indirect effect is very low. f^2 is $0/447$ and it shows strong effect and it is similar to the results of researches done by **Chen et al (2004)** and **Sarkes (2011)**. In the research of **Sarkes (2011)**, ability responding variable is not studied and financial performance is studied as one structure to show the performance of company. In the Sarkes research, opportunism in technology affects through mediator variable of marketing activities on company performance. In this research, ability responding to customers as a mediator variable examined and the results show the existence of positive and significant relationship between two variables of marketing activities and ability responding to customers and as **Mohebimanesh (2011)** pointed to the importance of services after sales and quality management as one of the main criteria of marketing activities and its effect on customers satisfaction shows the results are same as this research.

CONCLUSION

f^2 Shows weak effect and the obtained result is similar to the results of the researches done by **Chen et al (2004)** and **Zigerz and Hensler (2009)** and **Sarkes (2011)**. **Chen et al** research has dealt with the study of company marketing abilities and ability responding to customers among American companies. The results of this research show that if company has abilities of organizational orientation network and suitable marketing abilities, it can have positive effect on ability responding to customers and it improves financial performance. In Sarkes research (2011) which has focused on company financial performance through opportunism in technology, shows the positive relationship between opportunism in technology and financial performance of the company as a criteria of evaluating the company performance. In **Zigerz and Hesler (2009)** showed the companies' relationship as a way for opportunism in technology which can insert the knowledge in its seas and the results of this research showed that the abilities of companies in creating the relationship with other partners can have direct effect on company performance. f^2 is equal to 0/447 which shows the strong effect. It is similar to the results of **Chen et al (2004)** and **Sarkes (2011)** researches. In **Sarkes research**

(2011), the responding ability variable has not studied and financial performance has studied as structural which shows the company performance. In Sarkes research, opportunism in technology through mediator variable marketing activities affects on company performance. In this research, ability responding to customers has examined as mediator variable that the results show the positive and significant relationship between two variables of marketing activities and ability responding to customers and as **Mohebimanesh (2011)** pointed to the importance of services after sales and quality management as one of the main criteria of marketing activities and its effect on customers satisfaction shows the results are same as this research.

According to the confirmation of research hypotheses by structural equations and its positive and significant effect of opportunism in technology on dependent variables of research, it is recommended:

To share the important information and creates the banks of common information.

Expand electronic interagency collaboration to facilitate communication (using of intranet systems and ERP).

To recognize the contrast expectations among companies employees and attempt for approaching to agreed expectations.

In order to keep the trust among sides this is based on previous and present experiences should be afforded.

Improve the culture of customer orientation.

Using of different intellectual groups for strengthening the new ideas.

Cooperate with universities and science center.

REFERENCES:

[1] Karimi, A. R., Islami, and G. Najji, Z. (2013). Capabilities of information technology and knowledge management Corporate performance. *Research and Technology Development*, 6 (3), 30-56

[2] Maleki, M. and Sarani, Muhammad Ali. (2013). Effect of intangible assets with mediating effect on corporate performance marketing capabilities (case study: Semnan Industrial Estate Companies). *Executive Management Journal*, 9 (1), 20-44

[3] Chen, I. J., Paulraj, A. & Lado, A.A. (2004). Strategic purchasing, supply management, and firm performance. *Journal of Operations Management*, (22) 5, 505-23.

[4] Cheng, J., Fu, Y., 2013. Inter-organizational relationships and knowledge sharing through the relationship and institutional

orientations in supply chains. *Journal of International Business Review*. 33(3), 473-484

[5] Katler. (2005). Absorptive capacity, its determinants, and influence on innovation output: cross-cultural validation of the structural model. *Technovation*, 29: 859-872

[6] Ruekert, R. and Walker, O.C. Jr. 1992, "Marketing's Interaction with Other Functional Units: A Conceptual Framework and Empirical Evidence", *Journal of Marketing*, Vol. 51, No. 1, pp. 1-19.

[7] Sarkees, M. (2011). Understanding the links between technological opportunism, marketing emphasis and firm performance: implications for B2B. *Industrial marketing management* 40(3) 785-795.

[8] Srivastava, R. K., Fahey, L., & Christensen, H. K. (2002). The resource-based view and

[9] Marketing: The role of market-based assets in gaining competitive advantage. *Journal of Management*, 27(6), 777-802.