



Article Title

Putting forth marketing competencies strength with collaborating partners in the hotel industry

Citation

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Abstract

The research objectives of the study investigated how the service advantage, competencies of sales and marketing influenced marketing team performance via joint decision making. Collaborating with partners will increase the relationship boundaries, joint decision making is an important mediating factor among competencies and performance, and the director of sales and marketing has the responsibility to develop consistent processes; furthermore, a hotel needs to be innovative to be the leading performer, competency is essential for making strategic decisions such as mutual cost management and efficiency improvement problems in the collaborating relationship; the director of sales and marketing must keep abreast of the hotel's production and technological developments.

Methods

Research questionnaires were mailed to the director of the sales and marketing departments, and the participants were surveyed during a 4-month period, of the 650 questionnaires sent, 169 responses were received.

Results

Collaborating with partners will increase the relationship boundaries, joint decision making is an important mediating factor among competencies and performance, and the director of sales and marketing has the responsibility to develop consistent processes; furthermore, a hotel needs to be innovative to be the leading performer, competency is essential for making strategic decisions such as mutual cost management and efficiency improvement problems in the collaborating relationship; the director of sales and marketing must keep abreast of the hotel's production and technological developments.

Conclusion

As competencies become more important as a criterion for marketing in the hotel industry, the director of marketing must increasingly focus on gaining his/her competencies in order to increase marketing performance. The main focus was on the marketing performance via joint decision making with collaborating partners. This study utilized a multidimensional measure of factors that influence performance that is both intuitively appealing and reliable. The analysis of the measurement model indicated that the proposed metrics have an acceptable degree of validity and reliability. Overall, the results of the study provided reliable instruments for operationalizing the key effect constructs in the analysis of strategic decision making.

