

A Study on Marketing Strategy, Management and Emerging Trends

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Abstract: *The viewpoint that is focused on the market In order to achieve consistency and synergy between project management and e-marketing operations in a transaction-, database-, interactive-, and network marketing-based market orientation, the primary objective of this article is to provide an integrated conceptual framework. The assessment was required in order to use this model in commercial ventures planned in Jordan. In-depth interviews with people with past experience working on a range of projects, including educational projects, the building of information technology systems, infrastructure projects, development projects, and others, were done by the researcher in order to elaborate on this. 34 seasoned managers agreed to participate in the researcher's interview process. A list of open-ended questions about the four aspects of marketing orientation were included in the interview form. The inquiries made during the interview, the questions centred on how to integrate e-marketing operations into project management and highlighted which marketing trends are most appropriate for the kind of project and its length. The researcher recommended that Project managers and team members can interact with each other through electronic marketing tools. as well as with other parties who have a direct or indirect relationship with certain clients or organisations stakeholders, suppliers, and others who have a connection to the project, as well as the most suitable marketing trends for every project kind. The potential effects on practitioners Among the suggested initiatives and ideas for enlarging the suggested conceptual framework for Also offered are ideas for further study.*

Keywords: market , strategy, innovation, business, organization

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