

A Study on Approaches in Management Market Strategy

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Abstract: *A perspective from a market orientation perspective The main goal of this paper is to create an integrated conceptual framework for achieving consistency and synergy between project management and e-marketing activities in a transaction, database, interactive, and network marketing-based market orientation. The review requested to apply this model being developed or business projects directed in Jordan. In order to expand on this, the researcher conducted in-depth interviews with individuals who have prior experience working on a variety of projects, including educational projects, the creation of information technology systems, infrastructure projects, development projects, and others. The researcher was able to conduct interviews with 34 seasoned managers. The interview form contained a set of open questions concerning the four aspects of marketing orientation. The questions asked during the interview focused on how to incorporate e-marketing activities into project management and highlighted which marketing trends are best suited to the type of project and its duration. The researcher suggested which electronic marketing tools project managers and employees can use to communicate with individual clients or organizations, as well as with other parties who have a direct or indirect relationship with the project, such as stakeholders, suppliers, and others, as well as the most appropriate marketing trends for each type of project. The implications for practitioners involved in the proposed projects and suggestions for expanding the proposed conceptual framework for future research are also presented.*

Keywords: market, strategy, innovation, business, organization

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