

A Study on the Utility and Innovation Created by Digitalization and Marketing Strategy

Ms. Swiddle D'Cunha

I/C Principal

Nirmala Memorial Foundation College of Commerce and Science

Abstract: *This study expects to research the part data and correspondence advancements (ICT) play in the cycles of item development and advertising. ICT is viewed as a device that further develops specialist participation and correspondence, brings boundaries down to development, and advances the making of separated items.*

The review shows the association between the utilization of ICT, collaboration, and the innovativeness cycle. This study makes huge commitments and gives proposals for item advancement chiefs. To explain the part that extreme ICT use in showcasing plays as a component that builds the connections among collaboration and correspondence in new item improvement processes, another structure is given. On the opposite side, the CHAID examination's application empowers us to pinpoint the key qualities that describe a development organization..

Keywords: Product innovation, marketing strategy, and communication technology

REFERENCES

- [1]. Achrol, R.S. and Kotler, P. (1999), "Marketing in the network economy", Journal of Marketing, Vol. 63 (special issue), pp. 146-63.
- [2]. Ahuja, G. (2000a), "Collaboration networks, structural holes, and innovation: a longitudinal study", Administrative Science Quarterly, Vol. 45, pp. 425-55.
- [3]. Ahuja, G. (2000b), "The duality of collaboration: inducements and opportunities in the formation of inter-firm linkages", Strategic Management Journal, Vol. 21 No. 3, pp. 317-43.
- [4]. Anand, B. and Khanna, T. (2000), "Do firms learn to create value? The case of alliances", Strategic Management Journal, Vol. 21 No. 3, pp. 295-316.
- [5]. Andaleeb, S.S. (1996), "An experimental investigation of satisfaction and commitment in marketing channels: the role of trust and dependence", Journal of Retailing, Vol. 72 No. 1, pp. 77-93.
- [6]. Management, Vol. 18, pp. 555-77.
- [7]. Chakrabarti, A. and Hauschild, J. (1989), "The division of labour in innovation management", R&D Management, Vol. 19 No. 2, pp. 161-71.
- [8]. Chua, A. (2001), "Relationship between the types of knowledge shared and types of communications channels used", Journal of Knowledge Management Practice, Vol. 2, available
- [9]. Gurviez, P. (1997), "Trust: a new approach to understanding the brand-consumer relationship", New and Evolving Paradigms: The Emerging Future of Marketing, Three American Marketing Association, special conferences, Dublin, pp. 504-18.
- [10]. Hagedoorn, J. (1993), "Understanding the rationale of strategic technology partnering: interorganizational modes of cooperation and industries differences", Strategic Management Journal, Vol. 14 No. 5, pp. 371-85.
- [11]. Hagedoorn, J. (2002), "Inter-firm R&D partnership: an overview of major trends and patterns since 1960", Research Policy, Vol. 31 No. 4, pp. 477-92.
- [12]. Han, J.K., Kim, N. and Srivastava, R.K. (1998), "Marketing orientation and organizational performance: is innovation a missing link?", Journal of Marketing, Vol. 62, October, pp. 30-45.
- [13]. Heide, J. and John, G. (1992), "Do norms matter in marketing relationship?", Journal of Marketing, Vol. 56, April, pp. 32-44.

- [14]. Montoya-Weiss, M.M., Massey, A.P. and Song, M. (2001), "Getting it together: temporal coordination and conflict management in global virtual teams", *Academy of Management Journal*, Vol. 44 No. 6, pp. 1251-62.
- [15]. Neale, M.R. and Corkindale, D.R. (1998), "Co-developing products: involving customers earlier and more deeply", *Long Range Planning*, Vol. 31 No. 3, pp. 418-25.
- [16]. Nonaka, I. (1991), "The knowledge-creating company", *Harvard Business Review*, Vol. 69 No 6, pp. 96-104.
- [17]. Pitta, D.A. and Franzak, F. (1997), "Boundary spanning product development in consumer markets: learning organization insights", *Journal of Product & Brand Management*, Vol. 6 No. 4, pp. 235-49.
- [18]. Prasad, V.K., Ramamurthy, K. and Naidu, G. (2001), "The influence of internet-marketing integration on marketing competencies and export performance", *Journal of International Marketing*, Vol. 9 No. 4, pp. 82-110.
- [19]. Porter, M.E. and Millar, V.E. (1985), "How information gives you competitive advantage", *Harvard Business Review*, Vol. 63 No. 4, July-August, pp. 149-74.
- [20]. Rangaswamy, A. and Lilien, G.L. (1997), "Software tools for new product development", *Journal of Marketing Research*, Vol. 34, pp. 177-84.
- [21]. Ravald, A. and Gronroos, C. (1996), "The value concept and relationship marketing", *European Journal of Marketing*, Vol. 30 No. 1, pp. 19-30.
- [22]. Veyzer, R.W. and Borja de Mozata, B. (2005), "The impact of user-orientated design on new product development: an examination of fundamental relationship", *Journal of Product Innovation Management*, Vol. 22, pp. 128-143.
- [23]. Webster, F.E. Jr (1992), "The changing role of marketing in the corporation", *Journal of Marketing*, Vol. 56, October, pp. 1-17.
- [24]. Wilson, D.T. (1995), "An integrated model of buyer-seller relationships", *Journal of Academy Marketing Science*, Vol. 23 No. 4, pp. 335-45.
- [25]. Wind, Y. and Mahajan, V. (1988), "New product development process: a perspective for re-examination", *Journal of Product Innovation Management*, Vol. 54 No. 4, pp. 304-10.