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**RELATION OF THE MARKETING AND HUMAN RESOURCE AFFECTING
ON THE SUCCESS OF THE ORGANIZATION**

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A b s t r a c t

In the era that consumer is the king, organization should take the adequate steps and strategies to overcome competitors and fulfill consumers' requirement. Earlier Human resource and Marketing functions were totally a-parted departments but now for the better position in the market it's understood by both functions that they have to work side by side and improve themselves to have a higher share of the market. Success of the interactive marketing is depending on the high level of the cooperation level of marketing and human resource functions within the organization. It is to be expected where interactive marketing has been implemented, marketing and human resource management function work together to attract, recruit, train and motivate the employee that are marketing aware and can act as competent part time marketers and the professional marketing employee have to cooperate with human resource management function in the process of the internal communication and staff training and development [4]. Therefore, marketing and brand play an important role in attracting the talented people to work for organization. While we talk about HR department we find similarities with consumers because it is the people who learn about consumers not the brand, entity or the concept of the firm and consumers are learning about the firm through them. Consumers are having expectation from these people or even loyalty, trust and commitment that consumers have towards the company it's because of this people. For many of consumers, firm is its people.

**ВЗАИМОСВЯЗЬ МАРКЕТИНГА И ЧЕЛОВЕЧЕСКИХ РЕСУРСОВ,
ВЛИЯЮЩИХ НА УСПЕХ ОРГАНИЗАЦИИ**

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АННОТАЦИЯ

В эпоху, когда потребитель – это король, организации следует принять надлежащие меры и стратегии для преодоления конкурентов и удовлетворить требования потребителей. Ранее человеческие ресурсы и маркетинговые функции были полностью отдельными департаментами, но теперь положение на рынке понимается функциями, которые им приходится бок о бок выполнять и совершенствовать себя, чтобы иметь большую долю на рынке. Успех интерактивного маркетинга в зависимости от высокого уровня взаимодействия функций маркетинга и человеческих ресурсов в рамках организации. Следует ожидать, где интерактивный маркетинг осуществляется, функции маркетинга и управления человеческими ресурсами работают вместе, чтобы привлекать, нанимать, обучать и мотивировать сотрудников, маркетинговые менеджеры знают и могут выступать в качестве компетентного часть времени маркетологом и профессиональные маркетинговые работник должен сотрудничать с персоналом управления в процессе внутренней коммуникации и обучения, и развития персонала [4]. Таким образом, маркетинг и бренд играют важную роль в привлечении талантливых людей к работе в организацию. В то время как мы говорим об отделе кадров мы находим сходство с потребителями, потому что это люди, которые узнают о потребителях, сущность и понятие фирмы и потребители узнают о фирме через них. Потребители ожидают от этих людей лояльности, доверия и приверженности потребителей к компании. Для многих потребителей, фирма – это ее сотрудники.

КЛЮЧЕВЫЕ СЛОВА: человеческий ресурс, управление маркетингом, управление человеческими ресурсами, менеджер ресурсов, маркетинговая деятельность

1. INTRODUCTION

In today's market, companies should keep improving their performance by reducing cost, increasing quality and productivity and ease of access to their market to remain strong and sustain in the competitive environment of the current market. Hence, it's important for companies to know about the factors that effects their survival and manage to face the competitive pressure. According to [25] business which performs international leadership uses strategies that take advantage of their distinctive competencies which include; designing new products, installing new production technologies, employing control quality techniques, adopting training programs and to improve supplier

relationships. New technologies, new products, new manufacturing techniques, new markets and new management concept are continuously appearing to change an industrial competitive advantage due to the joining of countries more and more to the global economic competition [22]. Thus, in emerging of the economies the impact of the sources of competitiveness (HRM, marketing and manufacturing performance) on organization performance is an empirical significance question. To obtain and sustain competitive advantages HRM, Marketing and manufacturing performance are the most pivotal factors.

2. METHODS AND OBSERVATION HUMAN RESOURCE MANAGEMENT

Employees of the organization are the most variable sources of the organization [8], [26]. According to [26] better economic performance needs greater organizational efficiencies to accomplish worldwide competitiveness and HR is the only capability that competitors can't replicate [8] such as Employee empowerment; job enlargement, labor-management relationship improvement, and performance which measure criteria development and there considered as fundamentals of human resource development [22] Human resource management that spots the skills of each person, encourages employees to use those skills, and places the proper individuals at the key positions that will have an extensive effect on the alliance's efficiency [21]. [32] said that a central role in connecting employee capabilities with the performance requirements of a firm is human resource activities.

Human resource management exercises provide investments in human capital [9] which are like people possess skills, experience, and knowledge that have economic value for the firm [27]. "[19] define a human resource system "...as a set of distinct but interrelated activities, functions, and processes that are directed at attracting, developing, and maintaining a firm's human resources" [1]. According to [11], "Human resource management is one of the primary mechanisms by which managers integrate the actions of individuals to keep their behavior congruent with the interests of the firm".

MARKETING MANAGEMENT

According to [18] marketing is defined as "the process of planning and executing programmed designed, make, and maintain beneficial exchange relationships with target audiences for the purposes of satisfying individual and organizational objectives." Marketing expertise of a firm is determined as an ability to understand who are the customer and how to meet their needs better than the competitors do [14], [6], [22]. According to [15], the marketing concept emphasize on the

management of market "exchange" between consumers and organizations which helps organizations to achieve exchange determined goals more efficiently.

The marketing concept involves firms to receive a proactive approach to engage in business and be sensitive to demands of consumer and changes of market [17]. Marketing is linking requirements of the exterior environment with the important functional areas within the organization [12] to develop priorities of quality environment and make a road map for employing corporation resource [20].

Concept of marketing, its success and way to achieve successful marketing under the significant changes are kept studying by different researchers in recent time (e.g American Marketing Association [34]. This ultimately agreed by researchers that high quality service is a basic requirement for the survival of the company [30]. Last 25 years has observed lots of changes in marketing from its origins which might be known as revolution or evolution of marketing [13],[10].

For many years marketing mix considered as a primacy of the marketing framework and strongly correlated with profitability and remained unquestioned but in 1990s was no truer [31].

This concern began when the original microeconomic variables derived by empirical induction and had theoretical foundations related to economic theory and marketing mix had only second order links to this foundation.

Transactional marketing was failing to satisfy modern marketing, and was continued to be worsen by transition of developed economic to be service-based. It is related to when marketing of service, the objectives should not be only attracting consumers but to keep and to maintain the long-term relationship with them [3], [7]. Cost of production can be offset while selling them but in-service cost is incurred during the setting up the service [23] like accountancy and bank. Longer term strategy with placing significant

emphasis on consumer retention earns dividends [2], [24]. Therefore, in 2007, AMA produced customer-centric definition of marketing that defined discipline as follows:

Set of activities such as institutions, process of creation, communication, delivering and exchanging offers which have value for consumers, client, partners as society is marketing. According to [30] marketing is evolving in new dominant logic; the relationship which service hold primacy over products. Either service is part of a relationship or relationship is part of a service.

Though, in RM (Relationship marketing), literatures and current services marketing create the case that people responsible for service provision and consumer contract are significant in terms of successful implementation of marketing strategy and for the success of organization as a whole. While they assessing ability of the company to serve them well, the people they meet are critical in the mind of consumer. Consumers trust or don't trust on people who work for organization because they are the people who interact with consumers, they may give good consumer service and do the job properly or they may not. Therefore, it is the people who learn about consumers not the brand, entity or the concept of the firm and consumers are learning about the firm through them. Also, consumer is having expectation from these people or even loyalty, trust and commitment that consumers have towards the company it's because of this people. For many of consumers, firm is its people.

We can say that, for the success of the service organization its required to focus on firm customer relationships so that there will be relationship management at the heart of tactical marketing process and corporate philosophy strategy. Thereof, senior management should decide what and who is at the end of the other relationship to the consumer [16], [29].

That is, marketing success will be, to a great extent, the result of successful management of people - customers outside the

business, and front-line staff providing services within.

Developing and retaining competitive advantage through excellent service marketing is considered as successful marketing strategy according to Vargo and Lusch's. Providing fundamentally excellent services' marketing is based on the services provision, service provision based on service providers and that comes out of the quality and ability of service providers in functional HRM. It means for successful implementation of marketing successful implementation of HR strategies and operational tactics are required [10].

HUMAN RESOURCE MANAGEMENT AND MARKETING PERFORMANCE

Success of the interactive marketing is depending on the high level of the cooperation level of marketing and human resource functions within the organization. Therefore, regardless of their primary function, marketing skills become a factor in the training which is required for a wide variety of the staff. It is to be expected where interactive marketing has been implemented, marketing and human resource management function work together to attract, recruit, train and motivate the employee that are marketing aware and can act as competent part time marketers and the professional marketing employee have to cooperate with human resource management function in the process of the internal communication and staff training and development [4].

There should be meaningful relationship between HRM, marketing performance and financial performance of the firm. According to the study done by [5] HRM and marketing performance are relating positively and significantly with each other. HR can play an important role in helping Marketing to develop internal communications and demonstrate how employees should "live" the brand. David Aaker said a company's need for the change agents who live and represent the ideals of the brand are individuals and respected in organization by many people. Individuals required to be identify and

their messages and behavior needs to be aligned which helps to create a powerful force of internal role models for employees to follow. HR is known as the best function for identifying and encouraging these individual employees to participate [33].

According to [5] closer collaboration with marketing colleagues is beneficial to HR through keeping promise and positioning to the prospective consumers who might be the future employees, marketing can support HR's ability to attract employees who believe in improving company's brand and business strategies.

The way that potential employees look for career opportunities has been through evolution. It has been observed that it's not any more sufficient to offer a long career and recruits are searching for the employers who help them in building of their own market profile and the market value.

Therefore, marketing and brand play an important role in attracting the talented people to work for organization.

Marketing is to understand consumers and its ability to develop communications targeted at the group which can help HR to determine which tools and messages is required for current and potential employees for delivering brand promises contained in the marketing's communication materials.

EFFECTS OF MARKETING AND HR WORKING TOGETHER

Stronger bridge between HR functions and marketing can be one of the ways to create brand ambassador. [28] conducted focus group of marketing professionals and HR to check the effectiveness of their work to leverage their brand. And it was suggested by one of the participant, "HR and Marketing working together is wishful thinking". Organization is trying to work together cross functionally which are the gathering of Marketing, HR and financial services company. HR professionals take care of delivering of brand promise once the brand is launched also HR can anticipate required components which are needed to support the brand like; recruiting right competencies of people, to align the

performance management with the brand promise, arranging proper programs to achieve desired behavior and also to train employees on how to deliver the brand according to its promise.

HR and Marketing need to collaborate more in organizations. HR has to go beyond supporting the brand with its programing for influencing the brand through sharing information on employee opinion and organizational readiness which can be considered as external marketing information on consumer needs. The merging of HR and Marketing information helps the organization to create more sustainable and stronger brand because it is influenced by employee capabilities, attitudes and behaviors. The reason for requirement of aligning HR to Marketing is that while marketing conduct a research on consumers' expectations, employees cannot understand the findings and the connections between consumers opinion and their own behavior if they are not trained to be familiar with construct of the brands and work side by side with marketing department which will cause in wrong assumptions about consumer satisfaction which end up with wrong assumptions towards the demonstrating of behaviors and fades the consumer loyalty [28].

THE GAP BETWEEN MARKETING AND HR

[5] stated once the HR and management departments aligned philosophically, further on they required discussing about each one's strategies and objectives. And it comes down to discuss about the implementation such as assessment of what has to be done collectively and also as individual functions. After outlining the tasks, they have to plan about the creating details of their brand beyond all key initiatives as well as the performance of each initiative.

While clearing and dividing the responsibilities of each departments there has to be a joint management structure that provide frequent assessments and course corrections and that can be a joint working group or a cross departmental senior repetitive steering

committee. Companies are needed to motivate their employees related to the brand and its essential for marketing to share the company's promises with their people internally before communicating with external market. Managing and monitoring of Marketing and HR's collaborative effort is ongoing and they have to provide updates related to the relative information and progress regularly. While marketing should focus on delivering against the need of the company's stakeholders and HR has to continue to monitor pulse of employees and this is required to go side by side [5].

THE RELATIONSHIP BETWEEN HUMAN RESOURCES & MARKETING

It has been always assumed that marketing and HR very way separated which is not the real assumption. Attracting consumers and reaching to decent sales number is the main goals of the companies for which is required to hire the talented people in the company to make long term success [36].

Employer Branding

Branding usually followed by the visions related to the market research report, logos of company and product positioning meeting. Products and services are not the only part of the companies' promotion, while a company tries to attract and retain top talent people. People and especially talented people want to work with company which has a good reputation with strong mission and vision [36].

Attracting the Right Talent

To attracting right talent staff even though with tight budgets, companies are required to align their HR strategy with their business plan. For instance, for top application developer of smartphones is required to have creative and educated talented people. Therefore, company has to start blogging related to the smartphone industry. Provide information section in colleges and advertise about HR polices so that catch hold on young professionals with flexible time and the chances of brainstorming new ideas.

Business Benefits

Reinhart said that earlier HR and marketing were thought to be completely separate to achieve the goal of the companies but today businesses look for new ways to remain relevant, therefore innovative use of marketing in HR became relevant. And now both of the functions are working under the percepts of promotion with tangible elements to market and both marketing and HR are more related than ever before.

Sometimes HR is using marketing techniques to inspire employee to increase profitability and profit. For instance, a hire packet describes procedures to increase sale which could follow a marketing idea by providing incentives for sales. To create goodwill for the company internal and external marketing can work together while HR department actively promotes participation of employee on company sponsored effort which help to build employee respect and loyalty to the company as well as market your business's philanthropic activities indirectly to the community.

HR & MARKETING BENEFITS FOR EACH OTHER

- **Talent segmentation.** Segmentation is a part of marketing practice and HR needs to segments its candidates and employees; therefore, it is a great opportunity for HR to practice it in a better way.
- **Embracing technology to engage with employees and prospects.** Marketing professionals always have access to the latest technologies to communicate and engage their consumers be it social media or other tools around to attract, maintain and engage consumers. Certainly, there are tools as such to attract, maintain and engage the talent employee in HR as well.
- **Influencing business behavior and strategy.** Marketers usually are working with tangible product/ brand communication platform and while working with HR, there is opportunity for them to have a better understanding about employee engagement, behaviors, belief and challenges. Because in HR section, products are organization, peo-

ple and their values. Therefore, working alongside with HR helps marketers to have a proper view of key contributor to the structure of the entire organization.

➤ **Putting people first.** HR helps marketing to learn that organization exists first internally and then externally. Certainly, brand is in the employee's thoughts, communications and behaviors. HR leads Marketing towards following statements:

- Who are the employees?
- What is the organization's social and environmental purpose?

Both departments together are enabling to uncover the above-mentioned answers and deliver the adequate way for communicating about the true value of the organization. Moreover, by aligning these two departments innovation will spark and it's possible to have a better impact on the employee, consumer and stakeholders. Because together is easier to shape the future of the organization [35].

3. CONCLUSION

When organization has a strong and positive brand with a great reputation, it makes people to work for the organization. There shouldn't be a function more important than others while consumer's priority is above each and every thing because we know there is no organization without consumers. Companies made up of all relationship between consumers, staff, strategies and their market position and if one of them not copes up properly it will affect rest of areas. The priority of any organization should be engaging with their consumers and employees and developing their leaders therefore marketing and HR functions have to work hand in hand. Combining HR and Marketing initiatives into a single program provides leaders greater clarity and focus and ultimately leads effective business results.

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