

The Cultural Knowledge Perspective: Insights on Resource Creation for Marketing Theory, Practice, and Education

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Abstract

Marketing researchers and marketers have long focused on the importance of resources: organizations having enough raw materials, advertising budgets, distribution and supply facilities, data, technology, money, connections, time, or employees. However, these only become valuable to the organization when people identify them as potential resources and then use them adeptly. In this conceptual paper, we argue that understanding the process of identifying and creating resources is essential to understanding organizational success. We introduce the Cultural Knowledge Perspective. The perspective refocuses attention on the process by which people use and extend their cultural knowledge to identify latent materials, materials that have resource potential, and the process by which cultural knowledge is used to activate latent materials to create actual resources. We bring together and build on disparate research in marketing, sociology, and management to show the importance of understanding how the cultural knowledge of marketers and consumers is deployed for resource creation. In doing so, we show how this perspective opens avenues for hiring marketing talent, product development, marketing communications, and marketing education.

Keywords

Cultural knowledge, product development, resources, human resources, marketing, marketing education

Resources do not exist without human intervention. To some this is not intuitive, because forests, grain, and mineral deposits in the earth are typically thought of and thus taught to be resources in and of themselves. Drucker (1993/1985, p. 36) stated succinctly: "Innovation, indeed, creates a resource. There is no such thing as a 'resource' until man finds a use for something in nature....". Objects and ideas with resource potential but that have not yet been recognized as useful are just "latent materials" (Zimmerman 1933). Resources only become so once there is the knowledge to understand what to do with the forests, grain, or mineral deposits and the skills to execute those ideas; resources are a function of human appraisal and ability (Constantin and Lusch 1994; Vargo and Lusch 2011; Zimmerman 1933). Without knowledge that grain is in the form of bread could provide sustenance, an understanding that people would be willing to eat it, and skills in grain growing, processing, and baking, bread would not exist as a resource for consumption. This distinction is important, because it gets to the heart of what a resource is and how the creation of a resource occurs. While marketing research has long focused on the importance of resources and the codification of knowledge for leveraging resources, the process by which materials with resource potential are identified and then converted into actual resources with value for organizations, consumers, and society has not received scholarly attention in marketing. This gap is where our focus sits.

The essence of our argument is that latent materials, which are typically called resources, are seldom if ever the most important source of success for organizations. Cultural knowledge is the essential ingredient allowing marketers and consumers to identify latent materials with resource potential and then convert them into resources for success. We develop a *Cultural Knowledge Perspective*, showing how the embodied cultural knowledge of employees is essential to both identify latent materials with resource potential and then convert those latent materials into resources of value in society.

As we will detail, cultural knowledge is the meaning- and skill-based knowledge that all people bring to bear on their environment. Marketers need meaning-based cultural knowledge to see resource potential in things, people, contexts, and ideas that others do not. They also need skill-based cultural knowledge to convert those potential resources into actual

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Marketing Theory And Practice A Hungarian Perspective

Camilleri, Mark Anthony



Marketing Theory And Practice A Hungarian Perspective:

Marketing Theory and Practice József Berács, 2004 This volume of the series was compiled by the heads of the marketing departments of Hungarian universities leading in the field of marketing education and research The authors of the studies and essays that make up this volume of the Transition Competitiveness and Economic Growth series dedicate the book to Professor P. Tomcsnyi a member of the Hungarian Academy of Sciences on the occasion of his 80th birthday Professor Tomcsnyi's name in Hungary is the hallmark of the creation of scientific based marketing Hungarian P. Tomcsnyi is what Philip Kotler is for the Americans Heribert Meffert for the Germans Peter Doyle for the British and Matthew Meulenbergh for the Dutch This volume contains thematically grouped essays from the most outstanding Hungarian representatives of marketing science Part one deals with questions of marketing theory such as change of paradigm in the concept of marketing and the appearance of synergy and value in marketing relationships Part two deals **Sustainable Land Management**

Floor Brouwer, 2008-10-31 In large parts of the world the reduction in the viability of agriculture and rural areas is an escalating problem Sustainable Land Management offers a contemporary overview of the strategies employed to cope with the marginalisation of agriculture through analyses of case studies and regional trends in marginalisation The authors argue that complexities and driving forces governing marginalisation are not always the same across nations and regions due to climate geography economics legislation and political status This book illustrates in what form these complexities exist and how these unravel at the national and regional levels As the need to understand and cope with marginalisation processes has developed the concept of multi functionality has also gained a vital place in the string of coping strategies This work contributes essential knowledge for the development of marginalisation mitigation policy actions across the globe Informative and well documented this book will appeal to those researching and working in the fields of agricultural and resource economics rural geography environmental governance and sustainable development **Journal of Co-operative**

Studies, 2004 *Marketing in Central and Eastern Europe* Erdener Kaynak, 2014-02-04 Since the sudden opening of the markets in Central and Eastern Europe CEE in 1989 there has been a growing need to investigate the fundamental changes occurring in the countries marketing environment the lucrative market opportunities created by the changes and the inscrutable marketing practice followed by local and international companies Marketing in Central and Eastern Europe helps you understand the changes taking place in these valuable and challenging markets and introduces you to the emerging opportunities and effective marketing strategies to be employed in the region Researchers specializing in CEE business managers of international companies operating in or contemplating entering CEE markets and students studying CEE business East West business or marketing in transitional economies will better understand the region by examining issues of cross cultural inquiry commonality and market segmentation Marketing in Central and Eastern Europe also provides you with a region relevant market analysis to determine environmental dimensions of emerging markets a preliminary report on

market entry strategies in Poland an assessment of foreign direct investment opportunities in Hungary a study of Western style marketing applied in transitional economies an analysis of marketization and Westernization used as classifying dimensions information on increasing the validity of post command economy research and application Although the book s chapters cover a variety of topics and use different research approaches and methodologies they have a common theme there is a great interest in and an equally great need to scientifically investigate rapidly emerging market opportunities marketing environment issues and marketing strategy problems with respect to transitional economies of Central and Eastern Europe

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Strategic Perspectives in Destination Marketing Camilleri, Mark Anthony, 2018-08-17 The marketing of a destination necessitates effective strategic planning decision making and organization Notwithstanding the destination managers should possess relevant knowledge and understanding on traditional and contemporary marketing channels to better engage with prospective visitors Strategic Perspectives in Destination Marketing is a collection of innovative research on the methods and applications of branding in the tourism travel and hospitality industry sectors This book provides students and practitioners with a good understanding of the tourism marketing environment destination branding pricing of tourism products tourism distribution channels e tourism as well as on sustainable and responsible tourism practices among other topics It explores the socio economic environmental and technological impacts of tourism through various regional focused empirical studies and contemporary discussions This book is ideally designed for managers travel agents tourism professionals executives marketing agencies academicians researchers and graduate level students seeking current research on the applications of branding strategies in the tourism sector

Handbook of Research on Strategic Management in Small and Medium Enterprises Todorov, Kiril, Smallbone, David, 2014-04-30 As the global economy continues to develop and new entrepreneurs take advantage of emerging markets the small business sector plays a greater role of economic development in the international arena The Handbook of Research on Strategic Management in Small and Medium Enterprises contributes new research to the current array of literature on small business management under diverse geographic economic and socio cultural conditions By exploring existing theories in tandem with fresh viewpoints this book will serve as a valuable reference to students lecturers researchers entrepreneurs and policy makers investigating the use of strategic management in various scenarios and situations

Contemporary Theory and Practice of Organizations, Part I Timea Havar-Simonovich, Daniel

Simonovich,2016-05-31 Organizations are the business world s central actors employing multiple people who pursue collective goals while linked to an external environment This volume is the first of two books dedicated to defining current theories of organizations and their practices The text is filled with contributions by alumni of the ESB Business School at Reutlingen University Part I discusses contemporary organizational forms and properties including team aspects Part II provides a detailed overview of key themes in modern leadership and coaching as well as organizational intervention

Proceedings of IAC-MEM 2015 in Vienna group of authors,2015-11-09 Proceedings International Academic Conference on Management Economics and Marketing in Vienna 2015 1993 Patt Leonard,Rebecca Routh,1996 Journal articles books book chapters book reviews dissertations and selected government publications on East Central Europe and the former Soviet Union published in the United States and Canada **Handbook of Research on Innovation, Differentiation, and**

New Technologies in Tourism, Hotels, and Food Service Fernandes, Gonalo Poeta,Melo, Ant3nio Silva,2023-08-25 Tourism and hospitality are increasingly becoming more complex having grown exponentially over the last decade As the industry becomes more complex new demands arise regarding its overall organization and operations which call for not only more experienced and specialized staff but also advanced technological solutions that support new paradigms and expectations The Handbook of Research on Innovation Differentiation and New Technologies in Tourism Hotels and Food Service discusses the current changes and challenges in tourism and hospitality Covering key topics such as entrepreneurship local development and technology this major reference work is ideal for managers entrepreneurs business owners industry professionals researchers academicians scholars practitioners instructors and students *Fuzzy Methods for Customer Relationship Management and Marketing: Applications and Classifications* Meier, Andreas,Donz3,

Laurent,2012-01-31 This book explores the possibilities and advantages created by fuzzy methods through the presentation of thorough research and case studies Provided by publisher Ethnic Marketing Guilherme Pires,John Stanton,2014-12-05 A globalization process epitomised by historically large cross border population movements with rapidly improving networking and communication technologies has resulted in the growth of ethnic diversity across newly industrialised economies Instead of adapting to a dominant host country culture many ethnic minorities seek to preserve their identities both as diasporic communities and within their adopted countries For marketers it has been recognised as crucial to understand the unique needs of these individuals and to develop superior marketing strategies that meet their preferences Ethnic Marketing shows the rich opportunities that ethnic minority communities have to offer as well as offering instruction on the design and implementation of effective social and business marketing strategies The text offers practical guidance on assessing the needs of individual ethnic communities and a guide to marketing to these communities within various countries Since the publication of Pires and Stanton s 2005 book there has been continuing changes in the political social and economic environment in many countries which have growing ethnic minorities Incorporating new research across

disciplines on the marketing relevance of ethnic minorities this book also integrates contributions and excerpts from in depth interviews conducted with leading marketing experts whose views and insights stimulate discussion and result in an invaluable guide to best practice in ethnic marketing across the world plus expert insights into the future of this dynamic area This is an excellent resource for researchers and advanced marketing students taking both postgraduate and undergraduate courses in marketing management or strategy as well as government marketing practitioners and businesses seeking ways to reach ethnic communities

The Sage Handbook of Political Marketing Paul Baines, Phil Harris, Denisa Hejlova, Costas Panagopoulos, 2025-08-07 The Sage Handbook of Political Marketing is a comprehensive resource that introduces the theory and practice of political marketing in a global yet simultaneously localized world The practice of political marketing has evolved significantly during the 20th and 21st centuries adapting to the rise of mass media marketing communication advertising and the web Traditionally dominated by US European and Australasian scholars the field has up to now emphasized the Americanisation and professionalisation of campaigning styles Since the start of the new millennium however political marketing has transformed into a data driven specialized profession With increasing digitalisation and the advent of AI political marketing involves personally targeted evidence based messaging with real time engagement and sentiment analysis This approach is not limited to democratic regimes but is also widely adopted by authoritarian states worldwide The handbook addresses the global perspectives on political marketing covering a myriad of contexts cultures and regimes It encompasses insights into political marketing in regions seldom discussed in the literature including Zimbabwe Japan India Hong Kong and Ukraine These chapters enrich the debate on political marketing s impact on democracies and its use in non democratic societies Organized into four parts the handbook covers strategy propaganda digital evolution ideology and contemporary practices in political marketing It explores topics such as the marketing of ideology the impact of the internet and social media the use of AI in political marketing and the role of fake news and disinformation in campaigns The handbook addresses the use of political marketing techniques in crisis management political branding the measurement of political marketing effects and political marketing use outside of electoral campaigns The Sage Handbook of Political Marketing is an essential resource for scholars practitioners students and politicians in general seeking to understand the complexities of political marketing It provides a comprehensive and nuanced exploration of the field equipping readers to engage with the theoretical and practical aspects of political marketing in a rapidly changing world Part 1 Strategy in Political Marketing Orthodox and Occidental Perspectives Part 2 Political Marketing Propaganda and Digital Evolution Global South and Eastern European Perspectives Part 3 Ideology in Political Marketing Advocacy Movements Lobbying and Public Diplomacy Part 4 Contemporary Political Marketing Cybercampaigning Fake News and Social Media

International Perspectives in Sport Tourism Management Miklos Banhidi, Farhad Moghimehfar, 2024-08-12 This timely book critically explores the past present and future trends and needs of sport tourism development from a global perspective Sports have

become a major demand generator for many countries around the world and consequently the growth and status of this phenomenon is a major aspect of sport tourism. The volume includes case studies from all over the world including industrializing countries and the Global South. Sporting events and sport tourism are two fast growing sectors of tourism and this book provides a current view of the interconnectedness of sport and tourism from behavioral, historical, economic, management, marketing, environmental, and policy perspectives. In doing so, issues, trends, and topics such as commercial e-sport, emotional well-being, health, and cultural aspects of sports travelers are explored in detail. This significant and insightful volume will be of pivotal interest to academics, students, and professionals in the field of sport tourism as well as related areas such as development studies, psychology, sociology, and geography.

The Palgrave Handbook of Consumerism Issues in the Apparel Industry Hans Rüdiger Kaufmann, Mohammad Fateh Ali Khan Panni, Demetris Vrontis, 2024-07-31. This handbook offers a comprehensive overview of consumerism issues in the textile apparel and fashion industry, illustrating the impact of consumerism on the sector with a focus on SDG 12 Responsible Consumption and Production. The book presents a synthesis of mainstream and emerging thinking and studies on green, ethical, social, and environmental issues. Currently, marketing practices place emphasis on sustainability and social responsibility. Although corporate strategies embrace this notion by claiming to be socially responsible and environmentally friendly, the truth is still debatable. In light of this, scholars and practitioners need to effectively and convincingly respond to consumer concerns on sustainability by adapting their business practices. Split into seven parts, the Handbook covers theoretical challenges on sustainable consumerism in the apparel industry, the influence of sustainable consumerism conceptual frameworks, and cross-cultural consumer behaviour. Macro and micro issues, innovative trends, and communication. With discussion of pressing issues such as modern slavery, greenwashing, social media, luxury consumption, and sustainable development, the book also illustrates the practical implications from a marketing and production point of view in this sector.

The Oxford Handbook of International Business Alan M. Rugman, 2003. This handbook synthesises some literature of the last 40 years in 28 chapters. The coverage is split into the following areas: the history and theory of the multinational enterprise; the political and policy environment of international business.

Handbook of Research on Managerial Practices and Disruptive Innovation in Asia Ordoñez de Pablos, Patricia, Zhang, Xi, Chui, Kwok Tai, 2019-08-30. Collaboration in business allows for equitable opportunities and inclusive growth as the economy rises while also permitting partnering organizations to adopt and utilize the latest successful practices and management. However, a market in stasis may require a displacement in order to allow businesses to grow and create new alliances and partnerships toward a shared economy. There is a need for studies that seek to understand the necessity of market disruption and the best supervisory methods for remaining relevant and profitable in a time of change. The Handbook of Research on Managerial Practices and Disruptive Innovation in Asia is an essential reference source that explores successful executive behavior and business operations striving toward a more inclusive economy.

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