

Chapter 5

The Organizational Structure of Advertising Agencies and New Directions

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ABSTRACT

The acceleration of globalization caused transformations in the area of communication, as in many other areas, and innovations brought about by information technologies have diversified operation methods and management, as well as organizational understandings of business companies within the global competition environment. Evolving towards post-modern structuring, companies have gravitated to customer-oriented business management strategies, where companies see their customers and market environment from different angles while conducting their advertising activities. The mass marketing sense, which was effective for a long period of time, was gradually alienated, and particularly with the intense utilization of social media and digital environments, the understanding of personal marketing (which more quickly connects products with their target audiences) was adopted in order to influence customers, who now have a multitude of choices. This chapter focuses on introducing the new organizational structures of advertising agencies in the social media age.

INTRODUCTION

Customer-oriented business management strategies require both the correct management of information and the rational use of services in terms of quality, cost and time for the consumer. Due to

the diversity of and differentiation between communication areas, companies' foreseeable risks can be minimized, and this can provide an advantage for companies within the global competition environment. The effective utilization of information and communication technologies reduces opera-

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New Directions In International Advertising Research

Christina S. Beck



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