عنوان فارسی مقاله:
توانایی های بازاریابی و عملکرد شرکت در خرده فروشی مد

عنوان انگلیسی مقاله:
Marketing capabilities and firm performance in fashion retailing

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک کنید.
Directions for future research
The findings suggest a number of directions for research. The study’s sample comprised specialty apparel retailers. How would the relationships between the capability factors and performance change among channels that do not use specialty formats? Because specialty retailers offer narrow/deep lines of merchandise, competition for advertising/promotional resources is not an issue compared to that of mass/discount retailers who offer multiple lines. Further, insignificant capability contexts within this study may be significant in channels outside of the specialty apparel/footwear sector. For example, external market knowledge may be a driver of performance in mass/discount channels.

REFERENCES

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