عنوان فارسی مقاله:
مجاورت چگونه بر همکاری بازاریابی بین شرکتی تاثیر می‌گذارد؟
مطالعه ایی بر خوشه تجارت کشاورزی

عنوان انگلیسی مقاله:
How does proximity affect interfirm marketing cooperation?
A study of an agribusiness cluster

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.
5. Conclusions, implications and future research

This study seeks to advance the theorization of interfirm marketing cooperation in industrial clusters and to explore the role of proximity as a facilitator in this context. The specific scale used in the present study provides a good means for measuring these phenomena with good levels of reliability and validity. In particular, this scale represents an important contribution by empirically validating the role of social proximity and institutional proximity and by showing that Knoben and Oerlemans' (2006) conceptualization of cognitive proximity and organizational proximity only works in one dimension. In the specific case of interfirm marketing cooperation, this scale has high levels of validity and reliability and includes three items: trade fairs and promotional activities, commercial missions and delegations to attract new customers. In this study, Brown, McNaughton, and Bell's (2010) indicators were found to fit better with measuring interfirm cooperation than those proposed by Felzensztein, Gimmon, and Carter (2010).