

**Nyugat-Magyarországi Egyetem**

Sopron

Thesis of PhD dissertation

Improvement possibilities of the Hungarian Marketing  
Information Systems according to the analysis of the wood and  
furniture industries

Némethné Tömő Zsuzsanna

**Sopron**

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**PhD School:** Cziráki József Woodmaterial science and Technologies  
PhD School (**Leader:** Dr.h.c.dr. Winkler András DSc master)

**Program:** Informatics and management (**Leader:** Dr. habil Jereb László  
DSc master)

**Faculty:** Material sciences and technologies

**Thopic leader:** Pakainé Dr. Kováts Judit CSc master doc.

In: Faipar. Szerkesztés alatt. Megjelenés várható időpontja: LIII.  
évf. 2. és 3. szám (kétrészes formában)

*Lectures*

1. Faipari marketing és menedzsment  
Technikatanárok VI. Országos Tudományos Tanácskozása, Szolnok,  
2001.
2. A kommunikáció vizuális elemeinek szerepe a faipari marketingben.  
Faipari marketing konferencia, Sopron, 2003.
3. A marketing információs rendszer jelentősége, kapcsolata a  
vállalatirányítási rendszerrel.  
Technikai műveltség, társadalmi fejlődés című nemzetközi  
konferencia, Szombathely, 2004.

## Publications

1. Szervezési javaslatok készítése, programok írása, melyek, mint szellemi termékek a FALCO tulajdonát képezik (1983-1994):
  - Műszaki adatbázis elkészítése az IBM PICS filekezelő rendszer segítségével.
  - Relációs adatbázis kialakítása SQL-ben.
  - Vállalatirányítási rendszer készletnyilvántartási, készletszabályozási, szükségletszámítási alrendszereinek elkészítése,
2. Marketing alapok.  
Tanulási útmutató. BDF jegyzet, 2001.
3. A kommunikáció vizuális elemeinek szerepe a faipari marketingben.  
NYME Faipari marketing konferencia, Sopron. Az előadás anyaga.  
In: Tallózás a faipari marketing területéről, 2003., 91-93.
4. A marketing információs rendszer jelentősége, kapcsolata a vállalatirányítási rendszerrel.  
Technikai műveltség, társadalmi fejlődés című nemzetközi konferencia, Szombathely. Az előadás anyaga.  
In: Technikai műveltség, társadalmi fejlődés, 2004., 177-183.
5. Marketing információs rendszerek ismertsége és használata a fa- és bútortipar területén. I.-II.

## THESISSES

### 1. Objects of research, theme determining

Huge extension of the globalization, the bigger and bigger worldwide commercial activities, rush technological development and further factors cause harder and harder competition and new competitors appear in the market. As a result of this competition flexible and quick following of the market claims is a key point for the companies.

In this hard situation that companies can be competitive in long term, which combine and harmonize their activities for their targets, and set harmony among business strategy, human resources, work processes and information systems.

The quick technological development distresses companies running innovation, but also supports this improvement and efficiencies of business activities. The front place of this development is informatics, which has strong effect in connection with the business, but enforces and helps moving ahead.

While in previous time producers, and service providers determine the assortment, nowadays the customer and market reactions do this. Thus the weight point moved from producers to the customers. This attitude generates serious changes in the affected companies' management, operation and organization systems and of course information systems.

Claims became extremely high to improve the efficiency of the processes and organization, parallel with this the integration of the partially integrated processes, and the most modern, high leveled integrated, wide spread information systems, which achieve company functionality.

Globalization, extremely technological development and higher and higher market competition, naturally typical for the market of the informatics products and services similar like other markets nowadays. The developer of the information systems or the whole sellers and retails are in a competition to acquire and preserve clients, same as their customers who use systems to reach their business objectives which are offered by these informatics entertainments. The battle for the customers is running, which is excite these companies a very quick and wider modernizations. This improvement has to lift functionality, level of services, make better handling, increase reliability and the variety of the hardware, software and network resources possibilities.

To use the most modern informatics solutions, not just automate business processes, they modify the methods of the manage of these processes, and combine with the telecommunication they are the most effective tools of the business communication. The theory of the strategically leadership handles the information system as a key element, which influence the operative processes in short- and mid term, and in long term it can support the success of the company through to influence the innovation process.

3. More than 50 percent of computer systems which are owned by wood and furniture industrial companies are improved by themselves. Soft ware ideas are low leveled in these “home made” systems, which means business handicap. These companies have to be known the substance of CRM, SRM and ERP (Ernterprise Resource Planning), and have to convince them to use these.
4. Marketing approach of the companies have to be supported by professional organizations.
5. It is worth to present in professional forums this theme (that is to say, have to make marketing for marketing information systems).
6. Some partial activity appear in a marketing organization, or they are used, these are the market research and advertising. In many companies these activities are the responsibility of the managing director, and unfortunately not the marketing organization. Thus to clarify the responsibility of marketing organization also one of the solving problems.
7. The connection of informatics systems and marketing needs new educational methods. I can imagine in high leveled teaching and post gradual education to educate that kind of experts, who are good at both side, who can connect with these two science and according to this, they can be the base of the companies’ marketing decisions.

## 5. Practical using of the results

In my opinion we have to wait to prepare the overall construction of marketing information system. Conceptions regarding to the current information system are too abstract, and far from the practical accomplishment.

Considering these facts, I summarize my suggestions, which can accomplish in the real life, in the following list:

1. The external information needs more attention in connection with preparing of the marketing information system. Previous examinations show that most of the current information systems consider only the internal data. Whereas the future perspectives, we have to waiting from marketing information systems the evaluating of routine decisions, which are based on external data.
2. Important task to clarify the function of marketing function in a company. According to the empiric examinations I have to set lack of marketing in the field of wood and furniture industry. These caused by this fact, the status of marketing function as a company function is unsettled and unclear, that is to say it does not appear as an individual function, and the coordination is defective among the marketing partial-activities.

Most of the company directors recognized, that the company management information system is a strategic element of the competitiveness, competition-benefits, origin of the profit, it could be important in the differentiation from other competitors.

Beside the effective execution of the business processes and effective company control, informatics supports marketing communication, sales, managing the customer relationship, product management, production planning, publication-design, office and business communication and several other activities.

Informatics improvement and thus company management task does not finish with the application and implementation of any system. The expected competition benefit for the organization can be reached only with the continuous ensuring of the most feasible solutions, but the lack of the most feasible solution can cause opposite result, which means competition handicap. Companies operate in a continuously changing environment, where changing the market, the competition, the competitors, and informatics technology and systems. If the company do not follow these claims as quickly and flexible as possible, it can be in a trouble.

*This recognition urge me to study the company information systems, to analyze marketing information systems' structure, and research whether they are needed, or rather discover connection among them.*

I do not think that I have to explain the actuality of this theme. As Hungary started to build up market economy, to collect, store and work up marketing information, or rather preparing a feasible marketing information system is serious problem for the companies in several times.

Besides preparing a new marketing information system model (MIS), I also examine the informational level of the companies' executives, what gives them wood and furniture industrial information, whether operate they computer systems, if yes, can it be called as company control system, and their current systems can generate marketing information, which modules are using from the MIS, or they have CRM (Customer Relationship Management system, whether they employ marketing experts, and the marketing managers of the companies can use the Internet to improve their knowledge?

#### **4. Other facts**

1. The task of the marketing information system is transporting the requested information for the right management level, to establish marketing decisions, ensuring the availability of this information. Furthermore marketing information system has to support daily status analysis as well as strategic decisions.
2. Marketing renewing of the previous decades was characterized by preparing of the content of the customer-closeness policy, and spreading of this policy's practice. Several methods were worked out in connection with how to acquire and retain a customer. Customer databases helped experts to make better customer-closeness.
3. The cycle of informatics service providers and services, which support Hungarian marketing, is being become wider. From one part soft wares are available, form other part several small and mid cap companies were established to supply these kind of tasks.

- The applied informatics systems do not supply marketing information. They have opportunities to demonstrate marketing costs and to handle marketing actions.
  - Leaders have not got any idea about, how could improve the marketing information system of their companies. Most of them do not consider any improvement.
3. A new theoretical marketing information system model was worked out in this dissertation. This model –defined by me- analyzes the possible modules of marketing information system, the interaction of these modules and their connections with the company information systems. The novelty of this model to present new correspondences based on the used literature, but reorganizing the factors which were mentioned in this material
  4. I settled that the wood and furniture industries’ companies (and other companies too) only applied the internal reporting system from the modules of marketing information system. Bigger companies used primer and secondary information to the marketing decisions, but this method was not integrated in the information system. It was a positive experience that somewhere CRM and implementation of SRM (Supplier Relationship Management) were started, which made connection between the internal reporting system and the marketing observer system.

## **2. Preludes and applied methods**

At first I collected the secondary information to examine the structure of the marketing information system and to work out an MIS model, according to the steps of the marketing research. I only found a few overall styled publications in Hungarian and international literature (what is more I did not find any publication in the Hungarian literature), this recognition urged me to discover all form of the secondary information in this topic.

After analyzing secondary information I started to do primer research. I chose the method of questionnaires.

During my research I visited 101 companies all over in Hungary, and one third of these, 38 companies in Budapest. As a result of the filter condition I only examine wood and furniture industries’ companies, which do business as producers and sellers in half and half part. I visited them in September and November of 2004. The presons, who gave me answers, were top- or middle manager of the companies.

I analyzed this sample according to three point of view:

- The size of the company, through the employees of the companies, and the net turnover
- Main activities – whether it is producer or seller company
- And the titles of the person, who give me answer.

At first I examined the informational level of the executives, then I checked what type of informatics and controlling systems were used, how modern were they, and which functions were handled by them. After these I examined whether the information system included marketing information system and what kind of its functionality.

From different resources provided information were worked up by the following methods:

- I applied descriptive and comparative methods for the general introduction.
- Questionnaires were processed and connections were determined by the SPSS program.
- The adaptation of the marketing information system's models extended my methodology's base.

### **3. New and novel results of the dissertation**

The direction of my research was the marketing information system, the company information systems and the connection of these systems.

I think the new or novel results of my dissertation can summarize in the following points.

1. Detailed summarizing were made about the marketing information system and its connection with the company information systems, based on an international and Hungarian literary analysis
2. I organized a research, which based on more than 100 companies, and prepared a questionnaire, and then these were evaluated.

The main statements are the following ones:

- Almost each company has computer system; however only 50 percent of these could be operated as company control system, but this 50 percent do not include MIS modules.
- If we examine what kind of systems are used by these companies, we realized, that 50% are developed by themselves, but we have to see, these made by self systems are applied in the smaller companies. Bigger firms first of all use SAP, BPCS, or other bought systems.