
Marketing Ecosystem: Competitive Benefit beyond View

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Abstract: The word business model has been used frequently in boardrooms by organizational administrators, advisors, industry analysts and even broadcasting services targeted at the population at large. One function of business models is to include a collection of general levels of knowledge about how an organization organizes itself in a productive way to generate and deliver value. The paper discusses about the perspective on the brand environments consisting of few factors for marketing ecosystem. The major trends in marketing has also been discussed comprising market place trends, technological trends, socio-economic trends, geopolitical trends and environment trends. The discussion suggests about the multivalent essence of business as models. They could be found as illustrations of role models which can be replicated or used as a concise business entity description: simplistic short-hand descriptions that are similar to standard scales. We should think such that these are not only captured in the universe (within a taxonomy) as features of the observed types, but rather as abstract ideal forms in the way outlined by Webber. In the empirical context, market models often act as models. They are templates (as in biology) that reflect groups of things. They may be studied. Or they can appear as schemas in scholarly slides and as representations misleading like economic models in which they appear as generalized intermediate forms of explanations like science models in many fields that are neither universal nor complete empirical definition.

Keywords: Consumer privacy, Marketing strategy, Outside-in marketing, Socioeconomics Sustainability and unstructured data.

INTRODUCTION

Various business models represent a subject with some currencies for business and academia. They are part of the shared dialogue amongst business leaders and have produce fair thoughts and discussions among scholars, but mainly in strategy , corporate behavior, operations, IT and entrepreneurship literatures. While the organization concept includes a multitude of meanings, the most general interpretation is based on marketing strategy, but without clear acknowledgment [1].

It is proposed that an enterprise model explains the logic behind how a company generates and collects value, particularly for a professional audience. However, the model lacks a specific rationale on the collection and interdependence of variables and does not offer empirical assistance. In the same context, Teece sees a business model in its strategy literature that describes the way the firm offers consumers' value, allows customers to pay for value and turns those sales into profit [2].

A selling process, in other words. He then uses a variety of curious cases to establish his theses, but not a solid basis for scientific analysis. These concepts do not in certain respects reflect irrational viewpoints on the marketing process. Many are selling roles as authors of business models define the operations of a business model. Interestingly enough, considering the heavy emphasis on business model in the management and organizational behavior literatures, marketing literature has provided little consideration to this topic, while business model academics in other areas have depended on marketing principles. With only a few exceptions, the rich research literature on marketing technologies is essentially free of any conceptualization or research into business models. The emphasis is instead on the extreme and transformative advancement in goods [3] [4]. The latest extensive analysis of the current marketing research literature by supports this [5]. In understanding that creativity is a type of innovation in the business model, they cannot quote any applicable studies from this point of view.

Consumer engagement has been extensively debated in scholarly and professional literature, but there is no agreement on its definition, what processes are engagement or what their context and implications are. So author plan to elude the word involvement and to use more descriptive terminology for the various phenomena. Based on the previous literature and deliver the environment of consumer interaction, a computational paradigm that includes brand actions, other participants, customer brand experience, purchasing habits, brand use and self-dialog habits. The model suggests that relations between these components are nonlinear and reactive; suggesting that each action triggers a response not only of the message's intended receiver but of the whole

ecosystem. Consequently, the paradigm represents the dynamic complexity of the business world today. It also acknowledges the increasing value of motivated buyers by identifying multiple types of brand dialog activities that reflect the non-purchase-focused actions of customers[6]. Business to Business (B2B) and business network academics have started to follow an "ecosystem" approach to characterize the interdependence and co-evolution of contemporary market and innovation practices. While the concept is useful in communicating these issues, the challenge is the lack of an overall understanding of the approach's added value, its specific theoretical logic, and its links to network management. This systematic analysis analyzes the usage of the ecosystem concept in B2B publications and the network management ramifications thereof. Common concepts are condensed, the basic aspects of the ecosystem approach are analyzed and four ecosystem approach types are identified: (a) competitiveness and evolution; (b) growth and disruption; (c) stable market exchange; and (d) co-creation of interest. Author also look at management opportunities shifts and challenges related to those developments. Finally, it was suggested to update network management architecture, in which it discusses the ramifications of using an environment layer for research, as well as using the environment as a guide of enterprise and innovation network management. Overall, this study contributes to the literature by providing a coherent, systematic outlook on the ecosystem approach, which is becoming increasingly useful but still nascent and ambiguously utilized[7].

DISCUSSION

Perspective on brand environments

They describe the marketing environment as an integrated network of coevolving players and factors shaping the capacity of companies to make sense of the competition and exploit opportunities. In the addition of the actions of competitors & collaborators that straightly affect the business of the firm, there are five macro factors in the marketing ecosystem: 1) Technological factor; 2) Geopolitical factor; 3) socioeconomic factors; 4) Marketplace factor and 5) natural environmental factors. A marketing environment viewpoint extends the current marketing lens to involve the range of organized macro drivers & related that impact customers have significant consequences for business strategy. The marketing ecosystem viewpoint specifically acknowledges that marketing is an "open network," and that the organization should be viewed as an entity embedded in the large environment in which it has to establish a symbiotic relationship in order to function and flourish. This outlook also calls for a constructive and diverse mentality of adaptability, discovery, and cooperation to enhance market-sensing and market-seizing capacities of organizations.

There are many elements in the Marketing ecosystem. This paper concentrate primarily on the megatrends that exist within the five macro variables that are frequently overlooked in previous out-of-perspectives. The five influences are represented as clustered circles that reflect their complexity and the immediacy of their effect on customer habits, and ultimately the decision-making of companies. This expanded external perspective supply a stable diagram in that the 5 macro factors embrace the majority of consumer influence; they also allow for flexibility & dynamics by identifying & updating tendency within every factor. The environment architecture draws the power of world perspective, in which emphasizes the use of external influences to improve market-sensing, customer interaction, and partner-linking. While the outside view, given its infancy in the literature, is theoretically rich and thought-provoking, it is not yet fully developed, and thus provides a fecund ground for frames. By crystallizing the various macro forces and addressing how they affect customers and, ultimately, the competitiveness of companies, market strategies and sustainable competitive advantage, it is drawn on the theoretical basis of external perspective.

Many of these macro factors may have received cursory looks in the past, and some have been excluded from profit-oriented firms' scope and mission. Nevertheless, as the market world becomes even more competitive and customers become more motivated and suggest that these influences beyond become more important than ever before. The environment approach provides the following benefits to expand the competitive vision of organizations while being focused on the principle of profit-orientation. Firstly, the broad & anticipatory perspective allows companies to concern not only on present customer needs & present value for misuse but also in future client needs & future exploration value.

Markets change, and the consumers adapt accordingly. present unprofitable customers & segments may change to become profit making at the future, & future approaches that has been worked at the past work. A perspective on ecosystems therefore encourages firms to has a constant perception of emerging segments & new needs. The viewpoint is containing with the theory that organizations of every sizes need to foster creative thought structure, and encourage innovation and adaptation development to solve the "dilemma of the innovator." Organizations need to be compatible with the marketplace and the marketing landscape concept defines specifically the macro variables in the integrated environmental conditions that businesses will be contemplating. Consciously incorporate factors such as technologies and competitive actions over and above those previously considered. Second, the environment viewpoint, when analyzing each macro consideration, helps recognize external collaborator such as politicians and taste makers that influence clients. Whereas the conventional collaborator philosophy reflects on the business practices & corporate social authority, the environment

viewpoint offers the outward-looking marketing prism. It focuses on creating client value by remove market insights the data from the broad of environment from several sources to meet the must of the both current & potential client, so that companies can construct sustainable advantage. Since the needs for ethical behavior & social responsibility must be internalized through consumers, the company's corresponding step would also give its customers superior value in terms of goodwill, brand glow, client loyalty resulting from increased client-brand identification & potential "attitude insurance" against future mistakes of the company.

Recent advances in machine learning are suited to numerous of the categories of the vast unstructured content. Machine learning technology gives an advantage over the more structured statistical, econometric analysis in data environments where researchers face substantial uncertainty, as they do not need strong assumptions to structure relationships with the data. This modeling approach mitigates danger associated with incorrectly specified diagram or data that violate assumptions. Research has shown that apply machine learning technology to users generated satisfied can reveal unseen information of the company's offerings, as perceptions of client quality – issues otherwise would be difficult to address using internal resources and traditional market research approaches.

Although the majority of technique used in textual examine rely on bag of word methods & presently have limited capacity to catch the true sementic relationships between words their occurrences, in advances areas such as the natural language processing (NLP) & deep learning capable of better capturing semanthe relations. Image & video classifications are still the cutting lines subject research where the deep learning convolution neural networks must be perform tasks more accurately in hours than will take days & weeks for humans.

Since researchers expanded the enter to the off-the-shelf and open-source libraries like ImageNet, PASCAL VOC, & TensorFlow to promote image processing for additional analysis in fast time frames, these approaches can be extended more broadly by more significantly based investigators. Although current research has become competent in the identification of objects in visual details, other traditional techniques also have difficulties in identifying and capturing more complex knowledge such as emotions and thoughts, which is obviously troublesome because of subjectivity even for human coders.

Machine learning technology can work over this subjective content by matching with the textual data such as reviews and social media content, and advances in bio-informatics technique like facial recognition & eye-tracking having yielded insightful results in this area. While machine learning can handle extremely complex interactions, understanding their output as well as generalizing it to other contexts can be challenging. In comparison, counterfactual study and evaluation of policy shifts cannot be as possible as for more formal & theory-rich methods. Therefore, author assume that future systematic excellence is based on 2 approaches-while firms should embrace the predictive abilities of smart ma-chines, they does not randomly abandon ceremonial models based on economics, sociology and psychology, theories to understand the underlying phenomena, articulate & extrapolate strategies.

The proliferation of unformed data is not without drawbacks risks. One warning is the probability of racism in self-selection. Whether in the forms of product reviews, group forums or twitter messages, observed data may indicate strong emotions such as intense happiness or frustration, political correctness, herding mentality or trolling behavior. The "silent mass" that forms the market economy may be those customers lacking clear feelings and reasons for writing. Firms need to be mindful of the different channels and degree of bias when gaining information from data in the environment. Blind on data & algorithms must be lead even in the era of AI & big data to unintended and unwanted sequences of con-. To ensure representative samples, data & the related to the algorithms can also be used in conjunction with conventional market research approaches. It is then important to triangulate the results with intuitions, structural knowledge and the first principles.

Research Publication Analysis of the 5 Trends Which Emerged Between 1990 And 2018

In order to underline growth and study opportunities relevant to the five megatrends mentioned above, it include a keyword overview of the current work in market literature, since the proportions of publications devoted to a subject represent the share of thought in a given academic discipline. Obtained from Reuter's Web of Science database and coded using the keywords, titles and abstracts issued by the authors of published works and calculate the annual proportion of papers published on a given subject by dividing the amount of articles published in a given year in a journal by the total number of articles published on that subject. Our method is close to the technique used in past pattern and meta-analysis research to analyze keywords. Author organically defined a collection of twenty-one keywords for each subject starting with "business model," "sustainability," "globalization," "data protection," and "economic injustice," respectively, for each phenomenon, and extended the list of keywords by considering co-occurring keywords from keywords, names, and abstracts presented by the author. Based on this analysis, which provide a visual representation of their trajectory changes since 1990 for each identified development.

The first contains 87,613 papers published in the Financial Times Top 50 journals (FT50), which are typically reflective of prominent business academic literature. The second represents marketing-specific literature consisting of 16,663 articles in 14 scholarly journals with an impact factor of 5 years of Journal Citation Report greater than 3.0, which is labeled as MKTG3.0. The set of MKTG3.0 journals shall comprise journal of

marketing, marketing science, journal of marketing research, journal of consumer research, journal of marketing science, industrial marketing management, journal of consumer psychology, journal of interactive marketing, journal of service research, journal of retail, journal of retailing, journal of service innovation management, journal of international marketing, journal of research in marketing. By comparing the research focus over time across general business journals vs. marketing journals, it hope to identify 1) gaps between practical relevance and academic focus, and 2) gaps between marketing focus and academic general business. Afterwards, author identify influential developments, track their trajectory "share-of-thought," and discuss implications and future directions for research.

Marketplace trends

In the last two decades, the internet and digitization have driven major improvements and opportunities in corporate structures – technologies that have simultaneously made the industry more competitive and trenched. As McKinsey states in his executive summary *The Age of Technology: Business in A DATA-DRIVEN World*, "Technology and technology are transforming the strategic basis. Leading businesses not only use their resources to boost their core activities, but also to introduce entirely new business models. Likewise, BCG stresses that marketplace prospects often emerge from creative business models that focus "less on the physical flow of products and fixed market spending, and more on optimizing digital networking and cross-border ecosystem growth." In this vein, the authors describe seven recent business trends that transform the global competition landscape: 1) cross-border service, 2) asset-light market entry, 3) software added value, 4) global digital networks, 5) global personalization, 6) multi-local production, and 7) multi-national identity creation.

Digital platforms' network effects are "creating a winner-taking-most equilibrium in certain industries," resulting in the growth of tech giants enjoying ever-increasing economic impact. Newly established companies have access to market intelligence, global market research (e.g., Facebook and Google advertising), affordable and scalable HR and IT services (e.g., many SaaS programs, cloud computing through Amazon Web Services and Microsoft Azure), diversified start-up funding through crowd sourcing (e.g., kick-starter), and a global venture capital fund explosion. The same existing providers to these entrepreneurial markets, though, have steadily consolidated control, providing an unequal playing field for start-ups. This power asymmetry, in turn, kills overall market dynamism and is likely to reduce innovative aggregate investment. The new legislation and public rhetoric now reflect growing anti-monopoly feelings popularly labelled as a "Techlash" in reaction to these innovations. Author call "Consumer Dynamism" a changing industry trend.

Technological trends

The second development reflects the need for firms to gather and use as much detailed consumer data as possible in competitive environments in order to understand and respond to market trends. The advent of wearable, IoT, facial, and voice recognition technologies can produce lifestyle, emotional, and biometric data in real time. But this big data revolution and the corresponding marketing advances have also brought about a dark side of data utilization. Consumers and regulators have created push-back from various data breaches along with overt corporate abuse of consumer data. When more and more customer-firm encounters shift away from face-to-face into digital environments, customers have grown suspicious of actual and imagined issues regarding personal protection, corporate security and general human-computer partnership ships. Most Americans (93 per cent) said "being in charge over who can get information about them" is significant, according to the Pew Research Center. Eighty-six per cent of internet users have "taken action online to erase or cover their digital fingerprints, but others say they want to do something or don't know what resources they should use." This trend has grown in response to the rapid growth in data-centered business models, and has significant implications for future marketing practices. It is labeled as "Privacy and Surveillance" technological trend.

Socio-economic trends

As industry changes driven by technical advances have intensified over the last decade, increasingly substantial economic gains have flowed to clusters of emerging sectors such as telecommunications, finance and media. Increasing wage growth has often been limited mainly to smaller, more highly trained employees as the technological qualifications required to work in finance and development industries have risen beyond the existing levels of worker employment.

As a result, the US and other developed economies are showing a growing bifurcation of powerful, data-rich and tech-savvy firms and their highly compensated workers, as well as many more data-poor legacy firms and their shared waning workforce fortunes. Part of this can be seen in the ongoing "retail apocalypse" and the ongoing struggles of traditional heavy industry and manufacturing.

The Pew Center states that the income difference between the wealthiest 5 percent of families in America grew their income in 1989 from 114 times as much as the families in the second quintile in 2016 to 248 times. In an attempt to keep pace with more wealthy peers, both companies and consumers have accumulated unprecedented debt rates over the past decade – \$15.5 trillion in US non-financial corporate debt, pace 52 per cent from its last peak in the third quarter of 2008, to around 48 per cent of US GDP, and over \$13.8 trillion in US household debt, doubling its peak in 2008 (Federal Reserve Bank Of New York, 201). This urgent issue is listed as one of

the United Nations' 17 Sustainable Development Goals, which seek to reduce inequality within and between countries (UN, 2015, Target No. 10). It is labeled as "Economic Inequality" as a socioeconomic trend.

Geopolitical trends

Developing economies experienced significant boosts in living standards and market power as global market access grew. This development leads the emerging economies to the rise of global businesses. Consumers in youthful and competitive markets like China, India, Southeast Asia, and Africa, which has threatened dominant companies in developed economies, are also given greater focus.

However, rising rates of inequality in the US and other developing economies have contributed, at least in part, to increasing feelings of anti-globalization among various societies, particularly among those who have not experienced the expected benefits of globalization. The planet is increasingly "de-globalizing" as a response to the past international globalization of the 1990s and early 2000s which can be seen from the Brexit vote in the UK, the global trade tensions in the US, the Yellow-Vest demonstrations in France, the collapse of the Trans-Pacific Alliance and the emergence of China's One-Belt-One-Road policies and, most recently, the closure of national borders and the high-priced Certainly not all of these trends bode well with the prospects of globalization and international cooperation.

In addition, these patterns perpetuate consumer-based concerns such as statements of "Made in America" or current Korean-Japanese "social defense" trade disputes. This global populist movement has risen to such a point that it justified inclusion in UN Secretary-General António Guterres' opening address at the 2018 UN General Assembly in which he noted that "the world is suffering from a bad case of 'confidence deficit disorder.' People feel distressed and unsafe. Trust is at a breaking point. People are losing confidence in political institutions within countries, inequality is on the rise and populism is on the march. Cooperation among countries is less assured and more difficult. Such changes in perceptions at the customer, business, and policy rates have major marketing consequences. It is called as geopolitical phenomenon "Financial Protectionism" accordingly.

Environmental trends

As living standards rise globally and the population continues to grow at regionally uneven rates, counteracting forces exert influences in various parts of the world. On the one hand, increased middle-class consumption and robust population growth in emerging economies (e.g., India, Africa) and, on the other, slowing growth and aging populations in many developed economies (e.g., Japan, Germany) have taxed think-tank leaders on corporate sustainability to recognize how business needs to respond to global sustainability challenges of natural resources. Business and international communities emphasize those developments. In 2015, McKinsey collaborated with the United Nations to establish the United Nations Strategic Alliance for Sustainable Development Data (United Nations, 2015), which partially contributed to the adoption of the 17 UN Sustainable Adoption Goals, despite the new inclusion of "Environmental Sustainability" as one of McKinsey's 13 key business consultancy roles. These forms of collaborations have resulted in a greater understanding of environmental issues as articulated at the UN Climate Change Summit 2019, which aimed at "developing new directions and realistic steps to move global response to higher gear" (UN, 2019). In the next few decades the population is projected to grow, although unequally across the globe, and it is predicted that this phenomenon will only increase in importance in future. It is therefore labeled as "Natural Resource Sustainability" trend, based on the environment.

Marketing has long underlined the value of a long-term approach for the company. However, in the inherently and increasingly volatile and complex environments, large multi-year strategy formulations are becoming less and less relevant, and can limit adaptability. The organizational strategist Peter Drucker once said, "Culture eats breakfast policy." Culture reflects the traditions, rituals, convictions and cultural behaviors that people and women experience and breathe day in and day out within an organization. A firm culture that is resolutely embraced is as close as it gets to a set of "organizational DNA" that can be reproduced and passed down to the next generation of leaders in development and sourcing.

Accordingly, the marketing ecosystem's rapidly moving and unpredictable characteristics demand an organizational culture of agility, humility and nonlinear thinking. Companies should maintain a constant pulse on the ecosystem but also recognize and embrace market uncertainty, avoid ideological rigidity and be prepared to admit errors and adjust or reverse course. Managers will uphold the development mentality defined by social psychologist Carol Dweck and a relaxed disposition of what writer David Brooks calls "epistemological modesty"—that society is a dynamic entity, and that cannot be completely comprehend and foresee all of its powers. In the next few decades the population is projected to grow, although unequally across the globe, and it is predicted that this phenomenon will only increase in importance in future. It is therefore labeled as "Natural Resource Sustainability" trend, based on the environment.

CONCLUSION

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less relevant, & limit adaptability. An organizational strategist Peter Drucker said, "The Culture eats breakfast policy." Culture reflects the traditions, rituals, convictions and cultural behaviors that people & women experience and breathe day in and day out within an organization. A firm culture that is resolutely embraced is as close as it getting to the set of a "organizational DNA" that must be reproduced & passed down to the next generation of leaders in development and sourcing.

It acknowledges explicitly that marketing is an open & interrelation system of according actors & forces that must affect the ability of firms to make sense of the market & seize opportunity. Author also emphasized the ecosystem's megatrends which are less discussed in marketing. By doing so, extended view of external marketing from being micro-focuses to include micro- and macro-focusing.

Though the macro factors are conceptually distinct, as it is shown throughout the paper, their growth can be interrelation & the resulting impact on client is often a convergence of several factors. The marketing ecosystem, any ecosystem in the nature, that should be seen as a "living" object, with complex & interdependent parts, & perpetual motion. Truly isolating the effects of one single factor would be difficult, if not impossible. For example, the interconnection of the several factors fluctuate from organizational, competitive, technological, cultural, environmental to geopolitical, display period of the COVID-19 2020 pandemic & impact companies and client in every industry around the world.

While in the many past of these ecosystem element may has been down grad to corporate social responsibility & goodwill & seen as truly "outside" the scope & mission of profit-oriented firms, it argue that consciously incorporating these external ecosystem element are the decision-making process of firms will be crucial for adaptability & sustainable profit. Marketing have large stressed the value of the firm's long term approach. However, in the inherently & increasingly volatile & complex environments, large multiyear strategic formulations are become less & less relevant, & can limited adaptability. The organizational strategist Peter Drucker said, "Culture eats breakfast policy." Culture reflects the traditions, rituals, convictions, & cultural behaviors that people & women experience and breathe day in and day out within an organization. A firm tradition that is bravely embraced are closed to gets the set of the "organizational DNA" that must be reproduced & passed downwards in the next generation of leadership development and sourcing.

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The epistemologically conservative approach often acknowledges in the past achievements that are the amalgamation of sound strategy as as favorable market situation & serendipity, & that strategies that succeeded in the by gone might not succeed at the future..

As unique technological capabilities that have produced past competitive advantages. An innovative, broad-thinking, and pragmatic culture will allow companies to develop a more flexible out-of-the-box infrastructure that allows them to properly perceive the market and capture opportunities, and to rapidly develop new skills that can translate into potential business needs.

Megatrends understanding often requires decision-makers with different backgrounds, training and points of view. So the ecosystem perspective calls for an interdisciplinary formulation of marketing strategies management culture. Similarly, in addition to having technological and management expertise, prospective communications and corporate executives will be introduced to liberal arts to maintain a humanistic and realistic understanding of both the customer and the economy, guided by tradition.

One open question is that so many large companies are often shocked and sidestepped by missing business opportunities and unforeseen incidents, with good observational skills and external insight. This challenge poses a weakness of the latest research and suggests that an organization's commercial potential cannot be determined purely through a marketing prism. Marketing is a one function within the organization, its restricted resources & boundaries. Factors like reward organizational structure, structure, the force of the several executives & the integration & collaboration of various functional units are contribute to the successful adoption and coherent execution of a marketing ecosystem mentality.

Those are the important research areas in the future. It will calls for the research projects that are "boundary-breaking" and include academics from diverse backgrounds & various research stakeholders such as executive & policymakers-a concept shared by the marketing community.

Finally, it is stress once again that as the world becomes wealthier, as inequality widenes and natural resources become depleted, how to stability the profit-maximization mantra of capitalism with supervise growth & meaningful collision on society is a daunting challenge for companies of all types. Consumers demand the continuing relevance and survival of businesses depends upon it. Marketing and business cultures ought to focus critically on their worldviews – how they perceive and interpret the world in a holistic way across cultural , social and political borders, and conceive about the meaning about their life beyond income, development and

shareholder value. Solutions to this task need outward-informed cultural and political paradigm changes, awakening to "enlightened capitalism" beyond idealistic and abstract debates, and continuous and coordinated actions by the various actors of society. This process is not going to be easy but there must be no tension between the different goals. It is just a matter of the right purpose and principles to balance social gains with the interests of customers in mind and with that income for the business.

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