Diagnosing the Marketing Management System of Value-Driven Organization: Case of the Epoch Times Taiwan

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Abstract
Since the end of 1980, corporate marketing management system has been influenced by the innovation of information technology, trend of globalization and the increasing complexity of the market which includes the macro-environment, like global warming, climate change and hostile, conflict-ridden society, and micro-roles of employees and customers. The culture of having which emphasizes consumerism and materialism has brought lots of social problems and even society crisis. All of these have impacted business not only in marketing strategies formulation but also the relationships with its employees, customers and society. In this paper, valuedriven approaches, including corporate social responsibility (CSR), Economy of Communion (EOC), Golden Circle model and conscious business concept, will be reviewed and diagnosed their importance in the process of corporate marketing management system. How and why a value-driven organization, the Epoch Times Taiwan, can maintain its sustainability and still fulfill its corporate citizenship will be framed. This paper aims to provide a framework for helping managers and organizations adopt a value-driven marketing management system to the demands of the complicated market and environment. Social marketing leveraged by valuedriven organization in line with philanthropy and business ethics should be injected into its existing marketing management system is suggested.
Drivers save time since engines are checked electronically. They also drive more safely, and vehicles are better maintained since speed, gear shifts, and idling time are measured. In addition to locator and paging devices, all managers are given fax machines and personal computers for their homes. These are connected at all times. The global market does not function only from 9 to 5. Modern technology can greatly increase productivity by ensuring instant access and communication. Periodic disruptions to vacations or sleep are a small price to pay for the tremendous gains to be won in worldwide competition. The ideal of automation is the self-diagnosing, self-correcting machine system that runs perfectly without human assistance. Marketing management is the process of developing strategies and planning for product or services, advertising, promotions, sales to reach desired customer segment. Marketing management employs tools from economics and competitive strategy to analyze the industry context in which the firm operates. These include Porter’s five forces, analysis of strategic groups of competitors, value chain analysis and others. Analysis of the Russian national innovation system. Investigation productivity shekels in Russia. Driven by a unique national innovation and diffusion system, the successful development of Taiwan's high-tech industry has been widely acclaimed nowadays. Despite the unstable economy worldwide, Taiwan's competitiveness still manages to remain sustainable and demonstrates great tenacity and enthusiasm in developing competitive technologies.