

MARKETING MANAGEMENT, VALUE AND DIGITALIZED MM560

2026

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2 MEETING 03



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MEETING 03

WEEK 03nd

- The Grand Theory of Marketing
- The role of theory

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GRAND TEORI MANAJEMEN MARKETING

Grand Theory: Basic theory with has a wide scope of recognition, as well as there is recognition.

**Resources-
Advantage of
Competition
Theory (Shelby D
Hunt)**

**Service Dominant
Logic Theory:
value offering,
value articulation,
epistemic value
(Vargo and Lusch,
2008, and Akaka,
2009, Evans, 2015)**

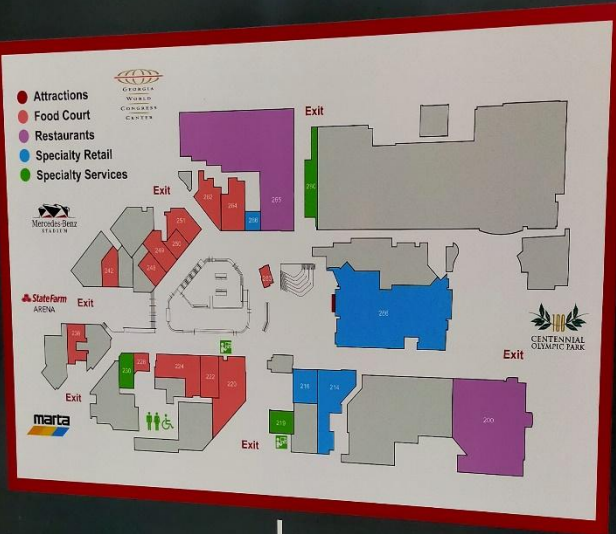
**Consumer
Culture Theory,
Relationship
Marketing
(Maxim, 2009),
Social Exchange
Theory (Guo et al,
2017)**

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GRAND THEORY 01

- **RESOURCE-
ADVANTAGE
(R-A) GRAND
MARKETING
THEORY**

CNN center



Food Court
Arby's 264
BurgerFi 222
Chick-fil-A 224
China Breeze 236
Dunkin' Donuts 228
Fresh To Order 220
Great Wraps 262
Moe's Southwestern Grill 249
Natural's Ice Cream 248
Roman Delight 240
Starbucks 283
Subway 242
TJ's Sandwiches 251

Restaurants
McCormick & Schmick's 200
Specialty Retail
It's About Atlanta 216
Omni Level/348
Specialty Services
Atlanta Police Department 230
U.S. Postal Service 280

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RESOURCE-ADVANTAGE THEORY

BY HUNT AND MORGAN, 1995, 2000

ORIGINAL SCOPE R-A THEORY	MARKETING SCOPE	MARKETING INSIGHTS
R-A THEORY, the comparative advantage theory of competition, a general theory of competitions: suggests that the basis for a sustainable competitive advantage resides in an organization's resources and in how in structures, bundles and leverages those resources	Was developed in a marketing context. Giving its marketing foundation, the R_A Theory envisions the marketing organization as a bundle of marketing resources that it rooted in disequilibrium-seeking process embed-ded in market place of less than perfect competition	Strategic marketing practice and operations can provide a competitive advantage for all marketing organizations in marketplace. R-A THEORY' stresses that marketing productivity and economic growth are furthered through both of efficient allocation of scarce tangible marketing resources and the creation of new intangible and tangible marketing resources.

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R-A GRAND MARKETING THEORY – (THE BACK GROUND)

BACK GROUND ON RESOURCES- ADVANTAGE THEORY (Hunt, 2011, pp73)

REVIEWING in strategic
managemen,
concerning: resources-
based strategy.

Misguided pada
indudtrial startegy
development.

Heterogeneous demand
theory

Should be able to
explain the reason of
exsistence of firm and
what limit of size and
scopes

Evolutionary Process
Theory of competition



THE PREMISES

THE FOUNDATION 9 PREMISES OF R-A THEORY

1. Demand is heterogeneous across industries, within industries and dynamic

2. Consumer information is imperfect/tidak sempurna and costly

3. Human motivation is constrained self-interest seeking.

4. The firm's objective is superior financial performance

5. The Firm's informations is imperfect/tidak sempurna and costly



NEXT THE PREMISES

PREMISES OF R-A THEORY

6. The Firm's resources are financial, physical, legal, human, organizational, informational and relational.

7. Resources characteristic are heterogeneous and imperfectly mobile.

8. The role of management is to recognize, understand, create, select, implement and modify strategies.

9. Competitive dynamics are disequilibrium-provoking, with innovation endogenous.



THE STRESSES

R-A THEORY STRESSES THE IMPORTANT OF

1. MARKET SEGMENTS

2. HETEROGENEOUS FIRM
RESOURCES

3. COMPARATE
ADVANTAGE/
DISADVANTAGE IN
RESOURCES

4. MARKETPLACE
POSITIONS OF
COMPETITIVE
ADVANTAGE/
DISADVANTAGE



MARKET SEGMENT

- Defined as intra industry groups of consumers who tasted and preferences with regard to industry's output are relative homogeneous.



RESOURCES

- Defined as tangible and intangible entities available to the firm that enable it to produce efficiently and or effectively market offering that has value for some market segments.



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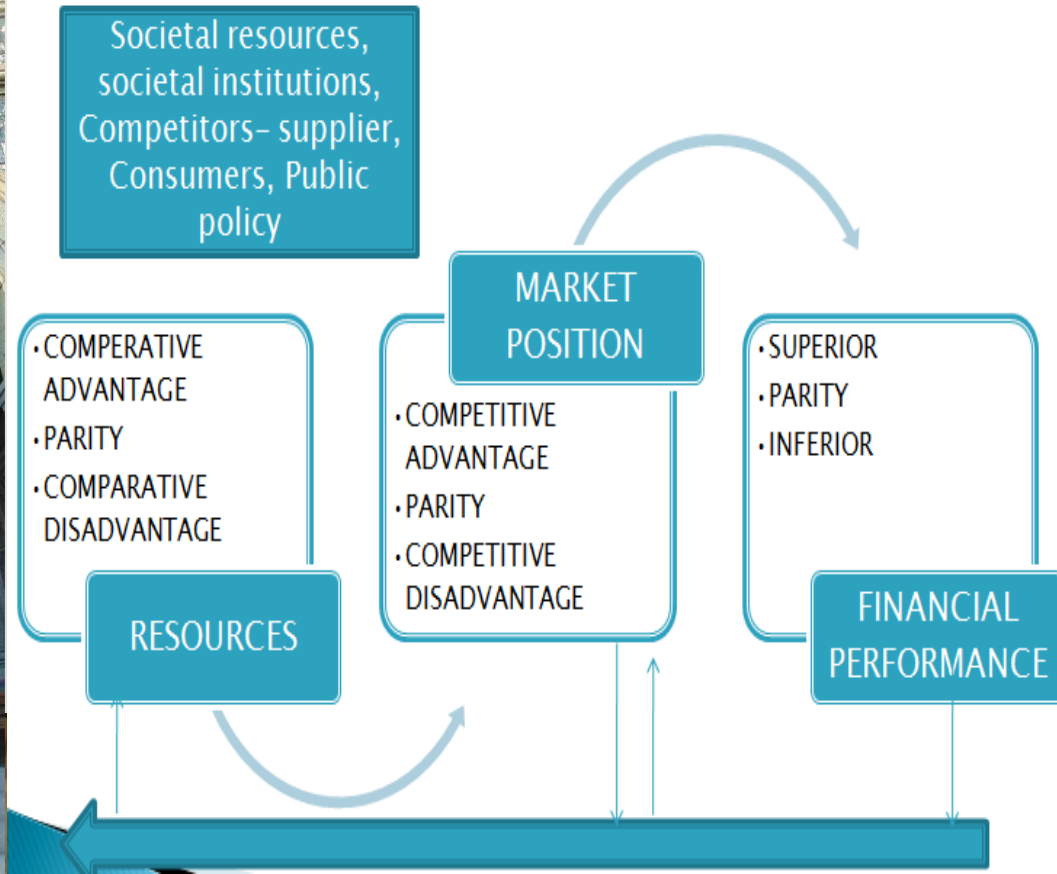
THE R-A THEORY OF COMPETITIONS

INTEGRATING BUSINESS AND MARKETING STRATEGY



THE SCHEMATIC

A schematic of the resource-
advantage Theory of Competitions



15 THE STRUCTURE AND FOUNDATIONS

THE STRUCTURE AND FOUNDATIONS OF R-A THEORY

A schematic of the resource– advantage Theory of Competitions: competition is disequilibrating, on going process that consists of the constant struggle among firm for acomperative advantage in resources that will yield a marketplace position of competitive advantage and thereby/ dengan demikian superior financial performance. Firms learn throught competition as a result of feedback from relative financial performance signaling relative market position, which is turn signals relative resources.

RESOURCES
–Comperative advantage
–Parity/ keseimbangan
– Comperative disadvantage

MARKET POSITION
–Competitive advantage
–Parity
– Competitive disadvantage

FINANCIAL PERFORMANCE
–Superior
– parity
– inperior/ rendah

THE 7 CATEGORY

RESOURCES CAN BE CATAGORIZED

1. FINANCIAL: CASH RESOURCES, ACCES TO FINANCIAL MARKET

2. PHYSICAL: PLANT, EQUIPMENT

3. LEGAL: TRADEMARKS, LICENCES

3. HUMAN: SKILL AND KNOWLEDGE OF INDIVIDUALS EMPLOYEE

4. ORGANIZATIONAL: COMPETENCES, CONTROLS, POLICY, CULTURE

5. INFORMATIONAL: KNODLEDGE FROM CONSUMERS AND COMPETITIVE INTELLENT

6. RELATIONAL: RELATIONSHIPS WITH SUPPLIERS AND CUSTOMERS



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RESOURCES- COMPARATIVE

FINANCIAL
PHYSICAL
LEGAL
HUMAN
ORGANIZATIONAL
INFORMATIONAL
RELATIONAL

MARKET POSITION-
COMPETITIVE ADVANTAGE

VERY
KNOWLEDGEABLE
EMPLOYEE
EFFICIENT
PRODUCTION
PROCESS

FINANCIAL PERFORMANCE

SUPERIOR
PARITY
INFERIOR

THE SUCCESS



1. ADDRESSES IMPORTANT
ISSUES IN BOTH
MACROMARKETING AND
MICROMARKETING

2. EXHIBITS HIGH
EXPLANATORY AND
PREDICTIVE POWER

3. RESPECT OTHER
DISCIPLINE' LITERATURES

4. HAS BEEN PUBLISHED
IN NON MARKETING
JOURNALS

5. HAS NORMATIVE
IMPLICATIONS FOR
MARKETING

19 Q&A

- 1.
- 2.
- 3.
- 4.
- 5.

