



# **Can Marketing and IT Be Friends?: The Impact of Information Strategy, Structure, and Processes on Business Performance**

## **ABSTRACT**

1. Introduction: The relationship between marketing and IT has become increasingly complex and intertwined in the modern business landscape. This study explores the impact of information strategy, structure, and processes on business performance, focusing on the synergy between marketing and IT.

2. Literature Review: Existing research has examined the individual impacts of marketing and IT on business performance. However, there is a need for a comprehensive study that investigates the combined effect of these two domains.

3. Methodology: This study employs a quantitative research design, utilizing data from a large sample of companies. The data is analyzed using statistical methods to determine the relationships between information strategy, structure, processes, and business performance.

4. Results: The findings indicate that a well-defined information strategy, supported by effective structure and processes, leads to improved business performance. The study also highlights the importance of collaboration between marketing and IT departments.

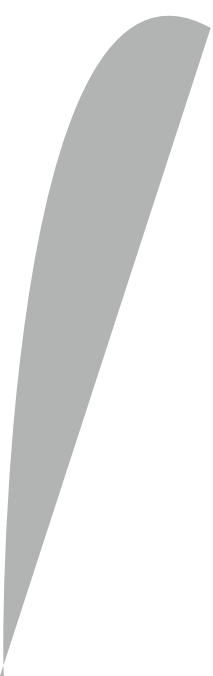
5. Conclusion: The study concludes that marketing and IT can indeed be friends, and their collaborative efforts can significantly enhance business performance. The findings provide valuable insights for managers and researchers alike.

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# **Marijuana Laws and Traffic Fatalities**

## **ABSTRACT**



# Is Pension Plan Information Risk Relevant to Credit Ratings? Level 3 Fair Value Pension Assets and Pension Plan Audit Quality

## ABSTRACT

Abstract text is present but illegible due to heavy noise and distortion. It appears to be a multi-paragraph summary of the research findings.

