

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

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ABSTRACT

Marketers are increasingly becoming engaging in information management activities or being tasked with advanced technology infrastructure decisions to effectively collect and analyze information. To address the increasing role of information and technology in marketing strategy, the focus of this research is twofold. First, this study investigates the impact of information management on the quality of information available: How are firms managing information (strategy, structure, process) to provide high quality information? The second research question is: How do relational (e.g., collaboration) elements impact the role of information use on information quality and firm performance? Utilizing a survey of 287 marketing and IT managers, we examine the impact of information governance and marketing IT collaboration on firm performance.