

Management

I Identifying and prioritizing marketing strategies during a recession

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Abstract

In today's changing world, the key to the survival and profitability of organizations is their ability to implement appropriate strategies in different contexts and times. One of the effective areas is economic recession, which affects organizations. Successful transition from recession is possible by having effective strategies to ward off threats and take advantage of opportunities in line with short-term and long-term goals. Considering the importance of the issue, we seek to identify and prioritize marketing strategies during the recession. A systematic study was conducted in the period from 2010 to 2021, with a meta-composite method, and 30 articles were reviewed and marketing strategies during the recession were extracted and coded. Then the strategies were prioritized with Shannon's entropy, also to evaluate the reliability of coder agreement and to ensure the quality of the articles in the screening stage, the CASP evaluation tool has been used. 32 codes, 8 concepts with weights: advertising and advertisements 0.181, sales excellence 0.272, market penetration 0.173, market development 0.038, diversification 0.104, cost management 0.103, pricing 0.66, Channel management 0.04, and 4 categories of sales promotion, product development, price management, and distribution were identified. According to the results of Shannon's entropy, among the marketing strategies, in the order of sales promotion with a weight of 0.453, the product development strategy with a weight of 0.272 ranks second, price management strategy with a weight of 0.169 ranks third, and distribution with a weight of 0.04. They won the fourth.

Keywords: strategy, marketing strategy, recession