

LIST OF TABLES

Number	Table Title	Page
1.1	Services that share on general economy	1
3.1	Reliability test of the pilot study	119
4.1	Questionnaires rate of return	126
4.2	General characteristics of the respondents	128
4.3	Chi-square test for early and late response	131
4.4	Rotated factor loading for marketing information system	135
4.5	Factor analysis on competencies-based variables	137
4.6	Factor analysis on organizational variables	141
4.7	Factor analysis on customer equity drivers	144
4.8	Cronbach's Alpha for study variables	147
4.9	Restated research hypotheses	149
4.10	Descriptive analysis of marketing information system Variables	155
4.11	Descriptive analysis of competencies-based variables	156
4.12	Descriptive analysis of organizational variables	157
4.13	Descriptive analysis of customer equity variables	157
4.14	Person's correlation coefficient for all variables	160
4.15	Multiple regressions: marketing information system variables and Brand retention equity	164
4.16	Multiple Regressions: Marketing Information System Variables and Value retention Equity	165
4.17	Summary of hypotheses testing results for the relationship between marketing information system and customer equity	166
4.18	Multiple regressions: marketing information system variables and stakeholders competencies-based	167
4.19	Multiple regressions: marketing information system variables and organizational competencies-based	168
4.20	Multiple regressions: marketing information system Variables, and personality competencies-based	169
4.21	Multiple regressions: marketing information system and personality competencies barriers	170
4.22	Multiple regressions: marketing information system and organizational orientation	171
4.23	Summary of hypothesis testing: the impact of marketing information system variables on stakeholders competencies, organizational competencies, personality competencies, personality competencies barriers and organizational orientation	173
4.24	Multiple regressions: competencies-based dimensions and brand retention equity	175
4.25	Multiple regressions: competencies-based dimensions and value equity retention	176
4.26	Summary of hypothesis testing: the impact of competencies-	177

	based dimensions on customer equity dimensions	
4.27	Hierarchical regression: mediation effect of stakeholders competencies-based on the relationship between information system quality, marketing orientation, support service quality and brand retention equity	182
4.28	Hierarchical regression: mediation effect of stakeholders competencies-based on the relationship between information system quality, marketing orientation, support service quality and value retention equity	183
4.29	Hierarchical regression: mediation effect of personality competencies-based on the relationship between information system quality, marketing orientation, support service quality and brand retention equity	185
4.30	Hierarchical regression: mediation effect of organizational orientation on the relationship between information system quality, marketing orientation, support service quality and Brand Retention Equity	188
4.31	Summary of hypotheses testing results for mediated effects of competencies-based	190
4.32	Moderating effect of organizational IS sophistication on the relationships between competencies-based and brand retention equity	195
4.33	Moderating effect of organizational IS sophistication on the relationships between competencies-based and value retention equity	199
4.34	Moderating effect of organizational knowledge-based on the relationships between competencies-based and brand retention equity	205
4.35	Moderating effect of organizational knowledge-based on the relationships between competencies-based and value retention equity	209
4.36	Moderating effect of organizational culture on the relationships between competencies-based and brand retention equity	213
4.37	Moderating effect of organizational culture on the relationships between competencies-based and value retention equity	216
4.38	Moderating effect of organizational IS network on the relationships between competencies-based and brand retention equity	221
4.39	Moderating effect of organizational IS network on the relationships between competencies-based and value retention equity	225
4.40	Summary the results of testing hypotheses concerning the moderating effect of organizational variables between competencies-based and customer equity	230

LIST OF FIGURES

Number	Figure Title	Page No
3.1	The research conceptual framework	94
4.1	The modified conceptual framework	148
4.2	The influence of marketing information system variables on customer equity drivers	163
4.3	The relationship between marketing information system and competencies-based	166
4.4	The relationship between competencies-based and customer equity drivers	174
4.5	Mediation effect of competencies-based	178
4.6	Mediation structure	179
4.7	Mediation effect of stakeholders competencies-based	180
4.8	Mediation effect of personality competencies-based	184
4.9	Mediation effect of organizational orientation	186
4.10	Moderating Effect of organizational variables	193
4.11	Moderating effect of organizational IS sophistication on the relationship between stakeholders competencies-based and brand retention equity	196
4.12	Moderating effect of organizational IS sophistication on the relationship between personality competencies barriers and brand retention equity	197
4.13	Moderating effect of organizational IS sophistication on the relationship between organizational orientation and brand retention equity	198
4.14	Moderating effect of organizational IS sophistication on the relationship between stakeholders competencies-based and value retention equity	200
4.15	Moderating effect of organizational IS sophistication on the relationship between organizational competencies-based and value retention equity	201
4.16	Moderating effect of organizational IS sophistication on the relationship between personality competencies-based and value retention equity	202
4.17	Moderating effect of organizational IS sophistication on the relationship between personality competencies barriers and value retention equity	203

4.18	Moderating effect of organizational knowledge-based on the relationship between stakeholders competencies-based and brand retention equity	206
4.19	Moderating effect of organizational knowledge-based on the relationship between organizational competencies-based and brand retention equity	207
4.20	Moderating effect of organizational knowledge-based on the relationship between organizational orientation and brand retention equity	208
4.21	Moderating effect of organizational knowledge-based on the relationship between organizational competencies-based and value retention equity	210
4.22	Moderating effect of organizational knowledge-based on the relationship between personality competencies-based and value retention equity	211
4.23	Moderating effect of organizational knowledge-based on the relationship between organizational orientation and value retention equity	212
4.24	The moderating effect of organizational Culture on the relationships between Organizational Orientation and Brand Retention Equity	214
4.25	The moderating effect of organizational culture on the relationships between stakeholders competencies-based and value retention equity	217
4.26	The moderating effect of organizational culture on the relationships between organizational competencies-based and value retention equity	218
4.27	The moderating effect of organizational culture on the relationships between personality competencies-based and value retention equity	218
4.28	The moderating effect of organizational culture on the relationships between personality competencies barriers and value retention equity	219
4.29	The moderating effect of organizational culture on the relationships between organizational orientation and value retention equity	220
4.30	Moderating effect of organizational IS network on the relationships between stakeholders competencies-based and brand retention equity	222
4.31	Moderating effect of organizational IS network on the relationships between personality competencies-based and Brand Retention Equity	223
4.32	Moderating effect of organizational IS network on the relationships between organizational orientation and brand retention equity	223

4.33	Moderating effect of organizational IS network on the relationships between stakeholders competencies-based and value retention equity	226
4.34	Moderating effect of organizational IS network on the relationships between organizational competencies-based and value retention equity	227
4.35	Moderating effect of organizational IS network on the relationships between personality competencies-based and value retention equity	228
4.36	Moderating effect of organizational IS network on the relationships between personality competencies-based and value retention equity	229

ABSTRACT

In many publications on strategic marketing, marketing information system is said to be a valuable resource of the firm, and customer equity is a main driver of customer lifetime- value. This research aims to investigate the relationship between marketing information system and customer equity drivers (value equity, brand equity and retention equity), mediating competencies-based (personality competencies, organizational competencies and stakeholders competencies) between marketing information system and customer equity drivers relationship, and moderating the role of organizational variables namely (organizational IS sophistication, organizational knowledge-based and organizational culture) between competencies-based and customer equity drivers relationship.

Based on the data collection from 125 senior marketer in Sudanese Banking Industry (SBI), which is seen one of the largest services sector in Sudan and one of the companies that is owning knowledge base.

Questionnaire was used to collect the data, overall response rate 78 %. Many statistic tools have been conducted, a test of response bias, reliability test, contradictory factor analysis, correlation analysis and assumption of multi and hierarchical regression for the goodness of measures and interrelationships.

Outcomes showed that marketing information system is significantly influenced the brand retention equity and value retention equity.

Competencies-based is found significantly mediate the relationship between marketing information system and customer equity drivers.

This research came in five chapters: Chapter one Introduction, Chapter two literature review. Chapter three conceptualization framework and methodology, Chapter four data analysis and findings. Finally, Chapter five the discussion and conclusion.

Organizational variables were fully and partially supported moderate the relationship between competencies-based and customer equity drivers. Implications (theoretical and managerial) are discussed and conclusions proposed.

مستخلص الدراسة

في العديد من الإصدارات العلمية في التسويق الاستراتيجي، يذكر نظام المعلومات التسويقية علي انه مورد قيم للشركة، واسهم العملاء هي المحرك الرئيس لقيمة حياة العملاء.

هذا البحث يهدف إلي التحقق من العلاقة بين نظام المعلومات التسويقية ومحركات أسهم العملاء (أسهم القيمة، أسهم العلامة التجارية، واسهم الاحتفاظ/البقاء)، وتوسط أساس الجدارة (الجدارة الشخصية، الجدارة التنظيمية، وجدارة أصحاب المصلحة) للعلاقة نظام المعلومات التسويقية ومحركات أسهم العملاء، ومن دور المتغيرات التنظيمية في تقوية/ اعتدال العلاقة بين أساس الجدارة ومحركات أسهم العملاء.

الاستناد علي البيانات التي جمعت من عدد ١٢٥ من كبار المسوقين في صناعة البنوك السودانية التي تعد واحدة من كبريات شركات قطاع الخدمات في السودان والتي تري أنها المقتنية لقواعد البيانات والمعرفة. تم استخدام الاستبيان لجمع البيانات، بلغ معدل الاستجابة الكلي ٧٨%.

اختبرت العديد من الأدوات الإحصائية: اختبار تحيز الاستجابة/الرد، اختبار الاعتمادية/الموثوقية، متناقضة التحليل العاملي، وتحليل الارتباط، وافتراضات الانحدار المتعدد والتدريجي لجودة توفيق المقاييس وسلامة العلاقات المتبادلة.

جاء هذا البحث في خمسة فصول: الفصل الأول المقدمة، الفصل الثاني الأدبيات، الفصل الثالث الإطار والمنهجية، الفصل الرابع تحليل البيانات والنتائج، الفصل الخامس المناقشة والخلاصة.

نتائج الدراسة أظهرت وجود علاقة معنوية بين نظام المعلومات التسويقية ومحركات أسهم العملاء (أسهم الاحتفاظ بالعلامة التجارية واسهم الاحتفاظ بالقيمة). وجود دعم كاملا وجزئيا لتوسط أساس الجدارة للعلاقة بين نظام المعلومات التسويقية ومحركات أسهم العملاء. المتغيرات التنظيمية كذلك دعمت دعما كاملا وجزئيا دور تقوية العلاقة بين أساس الجدارة ومحركات أسهم العملاء.

المساهمات النظرية والإدارية لنتائج البحث، والتوصيات المقترحة نوقشت بإسهاب في تفاصيل البحث.