Acta logistica — International Scientific Journal about Logistics
Volume: 12 2025 Issue: 1 Pages: 35-41 ISSN 1339-5629

Role of marketing information systems in improving the performance of logistics companies with special reference to Nagpur
Sohail Imran Khan, Ronyaz Hayyas Mahmood, Ahmed Talaat Jabbar, Zhala Hayder Omar

Role of marketing information systems in improving the performance of logistics companies with special reference to Nagpur

Sohail Imran Khan
Lebanese French University, Department of Business Administration, College of Administration & Economics, Erbil, 44001, Kurdistan Region, Iraq, sohailkhan@lfu.edu.krd (corresponding author)
Ronyaz Hayyas Mahmood
Lebanese French University, Department of Health and Hospital Administration, College of Administration & Economics, Erbil, 44001, Kurdistan Region, Iraq, ronyaz.hayyas@lfu.edu.krd
Ahmed Talaat Jabbar
Lebanese French University, Department of Health and Hospital Administration, College of Administration & Economics, Erbil, 44001, Kurdistan Region, Iraq, ahmed.talaat@lfu.edu.krd
Zhala Hayder Omar
Paitaxt Technical Institute, Business Administration, Erbil, 44001, Kurdistan Region, Iraq, zhala.omer@pti.edu.krd

Keywords: flow, information, logistics, MIS, performance.
Abstract: In the current market environment, organizations must endeavour to speed up their decision-making. Different investigations show that this impacts both competitive situations just as monetary after-effects of those organizations, in the long and short term. Marketing Information systems (MIS) serve as an essential tool for driving the company's performance. Hence, this article aims to assist decision-makers in enhancing the logistics company's performance by ensuring the proper flow of operations. This research is undertaken first to know and understand the role played by MIS on companies' performance and secondly to study the effect of selected factors of MIS on the performance of the companies. The attention will be towards the factors of MIS like Records keeping, Marketing Intelligence systems, Marketing Decision Support Systems, and Marketing Research. This research is carried out in an emerging area called Nagpur (India). 58 was the sample size. The primary data was collected using a questionnaire. Data were collected in March 2024. It was later analyzed using the Ordinary Least Square (OLS) method. Cronbach's Alpha test was done to decide the consistency of the questionnaire variables, and it was found to be 0.892. Since the value exceeded 0.6 the decision was made to rely on the questionnaire. The researchers found that MIS is crucial in making decisions as it helps improve the company's performance. All the selected 4 factors of MIS contribute more or less equally to increasing the performance of the logistics companies. Hence, logistics companies can rely on MIS to improve the company's performance.

1 Introduction

The digitization of promoting resources in fast-growing businesses can significantly enhance growth and efficiency [1]. This effect is especially notable with the integration of advanced technologies, especially the advent of Artificial Intelligence [2]. This advanced technology enhances production and efficiency by improving the packaging process, transportation, fleet management, shipment process, warehousing, inventory management, supply chain management (SCM), and other logistics components. Digitization brings information and this helps for improved decision-making, particularly in this fast-changing customer preference, consequently, the decision-makers need to do a great deal to obtain, measure, and send precisely timely marketing information to make good decisions that can increase their competitive advantage, accordingly adding to their performance [3]. Therefore, looking for information about your current circumstances and rivals is indispensable for business endurance. In addition to Information, Marketing activities such as

advertising, personnel selling, packaging, promoting, etc. are used to persuade the wants of the customer and to achieve the organizational objectives. The necessity for Marketing Information Systems (MIS) emerges from the understanding that no single variable can guarantee success. Today, MIS has become an essential component of the marketing decision-making process providing vital insights and guiding strategic choices [4]. It plays a base role in making decisions by the managers as it provides market intelligence to the company. It helps marketing planning by making accessible the right data on the inner organization's real factors and external environment. The necessity for MIS arises from the need to formulate development plans and programs to achieve the pre-defined objectives and goals. Additionally, MIS is needed to monitor and control marketing activities effectively.

MIS upholds decision-making concerning these exercises [5]. MIS is the process adopted by managers for making marketing decisions by collecting data through internal as well as external sources. This data is processed to convert it into useful information. Company managers

Acta logistica - International Scientific Journal about Logistics
Volume: 12 2025 Issue: 1 Pages: 35-41 ISSN 1339-5629

Role of marketing information systems in improving the performance of logistics companies with special reference to Nagpur
Sohail Imran Khan, Ronyaz Hayyas Mahmood, Ahmed Talaat Jabbar, Zhala Hayder Omar

flow this information to make informed marketing decisions that enhance performance [6]. Many researchers have time and again proved that MIS contributes significantly to enhancing the performance of the company [7]. Marketing Information systems can assume a significant role, for example, in evaluating information needs, creating information and circulation information in an endeavor, and managing the cost of improving the general degree of performance of the organization. MIS helps control everyday exercises and decide on the productive utilization of cash and employees. Thinking about marketing without MIS is impossible and difficult [8]. If an organization lacks MIS, its efficiency in managing logistics, such as flow of information, inventory control, warehousing issues, transportation, etc. is likely to be severely affected, weakening its competitive edge [9]. At long last in the present fast-changing condition, managers need all the better up-to-date information to settle on decisions.

Most organizations today face the challenge of declining levels in logistics, including improper flow of information, inventory control, warehousing, material handling, packaging, etc. That is, there is a swing in the performance of the logistics companies especially after covid 19. Increasing performance benefits the company in several ways, but the real challenge arises when there is a decline in performance. A drop in performance affects the company directly as it is connected with the profit and survival of the company. There can be numerous factors contributing to the decline in performance like information flow, lack of storage/warehousing especially in the case of small-scale industries, transportation, material handling, etc. One of the reasons is the insufficiency of Marketing Information systems. This is especially true when the whole world is now depending on Information Technology and Artificial Intelligence [2,10]. This has encouraged the researcher to undergo this study to know how MIS can be utilized to improve the performance of the logistic companies and thus contribute to the smooth running of the company. The problem is to examine, how performance can be improved or at least maintained with the MIS. This is the circumstance that drove the researcher to accomplish a study to know the roles that could be played by MIS in stimulating the performance of private logistics businesses in the Nagpur region of Maharashtra (India). This study is done to be of incredible assistance and significance to any logistic companies that would like to set out on MIS. It is accepted that toward the end of this research work, the performance level of the organization and the other related companies in the country will be incredibly improved.

The significance of the investigation is to help any association that might want to leave the MIS, to help them in building up a very established organization through the upgrade of performance. It is additionally critical to different organizations in that toward the end of the investigation, they would steadily make references to this work and take the fundamental measures to get together with proficient and powerful MIS that will improve their degrees of performance.

Over the background of the study, it has been observed that recent decades have seen significant technological advancements in Information technology. These advancements are primarily driven by the computerized application of knowledge to business processes. At the same time, technical advancement is also witnessed especially in logistics companies. Technical advancements such as automation in packaging, material handling, SCM, Fleet management, inbound and outbound logistics, etc. [11]. Companies seek knowledge and information in a variety of ways. Achieving this goal requires a lot of information and data to enable management to make the right decisions to survive and improve performance. Therefore, an efficient information system is indispensable to provide the necessary information to the administration. MIS is considered to be the most important of these systems. Hence, this research work is taken.

2 Literature review

Managers and decision-makers are well aware of the competitive intelligence system on the performance of the firm [12]. Another author [13] expresses that data as information can be utilized as a foundation to tackle obstacles, evaluate possible activities, better operational and technical execution, and moderate dangers in decision-making measures, which, as per [14], empower new occasions to occur just as modifications in the company.

Research according to [15], characteristically, the MIS has four interdependent and interrelated elements these are: Records keeping, Marketing Intelligence Systems, Marketing Decision Support Systems, and Marketing hence these four variables were used to carry out this research.

2. 1 Component of MIS

Managers can quickly make decisions thanks to the marketing information system, which is a constant and ongoing activity that serves as a database. The components of MIS include Internal records, market research, intelligence systems, and marketing decision support systems [16].

2.1.1 Internal Record Keeping

Compared to other sources of information, Internal Records (IR) are very easily and quickly accessible [17]. Another research [18] states that internal records and reports of the organization provide much more important and useful information for the arranging, execution, and control process. Similarly, [19] concluded that information about sales for different regions, customers, and products is vital to the sales and marketing manager, regardless of whether surveying the performance of those zones or products.

Role of marketing information systems in improving the performance of logistics companies with special reference to Nagpur
Sohail Imran Khan, Ronyaz Hayyas Mahmood, Ahmed Talaat Jabbar, Zhala Hayder Omar

2.1.2 Marketing Intelligence System

Marketing Intelligence systems are strategies and information sources utilized by decision-makers to shift information from financial matters and work environments that they can utilize in their decision-making [20]. The other author [21] states that marketing intelligence systems comprise a bunch of methodologies and assets utilized by administrators to acquire day-by-day data on changes in the marketing environment.

2.1.3 Marketing Decision Support Systems

The Marketing decision support system is a coordinated arrangement of PC apparatuses permitting a decision taker to cooperate straightly with the PC to recover helpful information in settling on semi-organized and unregulated decisions [22]. Research by [23] depicts that Marketing decision support systems have arisen because of the development and extension of associations to help marketing managers improve their abilities, which includes a computer that encourages strategies for the marketing supervisor to get to data in decision-making.

2.1.4 Marketing Research

It is the precise and target identification, assortment, examination, spread, and utilization of Information & arrangement of issues & openings in sales and publicizing [24]. According to [25], compelling Marketing Research ponders decidedly the marketing execution on the bank staff members in Gaza. Marketing research is utilized to give information that makes it conceivable to make decisions that are unpredictable and reflect issues that the association faces occasionally, or decisions that need to gather information to support it, for example, presenting another item or items to the market [26].

2.2 MIS and Performance

A researcher [27] opined that the effective utilization of MIS, independent of other factors, significantly enhances both individual and organizational performance. Logistics companies will be able to generate relevant customer insights, provide excellent customer service, and achieve business excellence with the proper coordination and utilization of marketing information, marketing information systems, and marketing intelligence [28].

According to the detailed review of the above literature following the research framework, objectives, and hypotheses were designed.
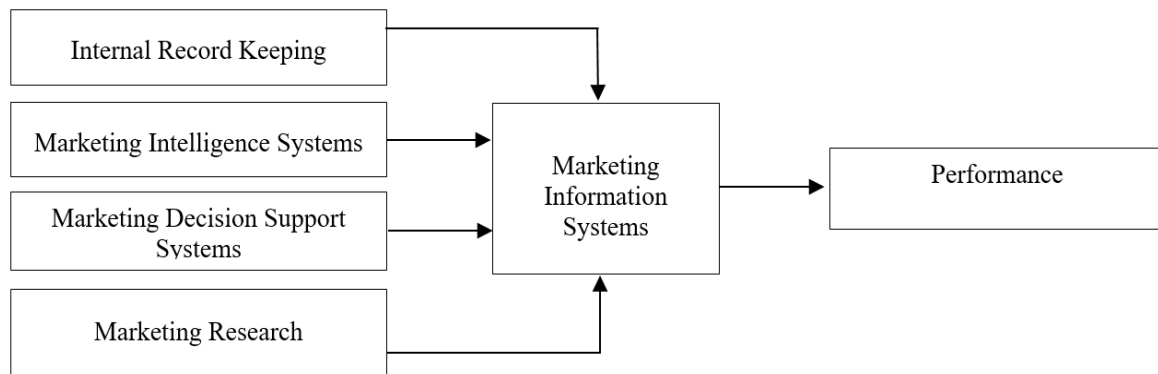

Figure 1 Conceptual framework -MIS on logistics performance

After carefully studying the literature following objectives were framed for the investigation:
- Understand the role played by MIS on the performance of logistics companies.
- To study the effect of Factors, like, Internal Record (IR) Keeping, Marketing Intelligence systems, Marketing Decision Support Systems, and Marketing Research on the performance of selected logistics companies.

According to the objective the hypothesis would be:
H_0: No important relationship exists between the selected factor contributing and the performance of the logistic company.

3 Methodology

The objectives of this study were to understand the role of MIS on the performance of the companies and the effect of selected factors on performance. It is restricted to the logistics field only where it involves a chosen few renowned logistics corporations and does not take into account the whole sector. As a result, these selected enterprises are typical of the logistics industry. Thus, this investigation takes into consideration the staff members of those transport companies, their owners, and people who have direct relations with them. The research work is exploratory and completely survey-based using a structured questionnaire. Sources of secondary data were books, research articles, websites, etc. The questionnaire was distributed to 61 employees, out of which 58 respondents were fully useable for the study hence making

Acta logistica — International Scientific Journal about Logistics
Volume: 12 2025 Issue: 1 Pages: 35-41 ISSN 1339-5629

Role of marketing information systems in improving the performance of logistics companies with special reference to Nagpur
Sohail Imran Khan, Ronyaz Hayyas Mahmood, Ahmed Talaat Jabbar, Zhala Hayder Omar

the sample size 58 respondents, and the response rate was 95.08%. respondents were randomly selected. The data was collected in March 2024. The research instrument was a survey using a structured question. Quantitative responses were examined utilizing tools for example reliability statistics, regression, and the Ordinary Least Square (OLS) method. SPSS (version 23) was used for the research work. On a 5-point rating scale, closed-ended questions were used. The scale has ranged from strongly agree to 5 to strongly disagree to 1. The area of the research work was Nagpur, Maharashtra (India).

4 Results and discussions

Data collected from the respondents are reflected here. This data is converted into useful information to conclude. The results of Hypothesized relationships among the variables are reported.

Table 1 Case summary

Case Processing Summary			
		N	%
Cases	Valid	58	100.0
	Excluded	0	.0
	Total	58	100.0
a. Listwise deletion based on all variables in the procedure.			

Source: Output of SPSS

Table 2 Reliability statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
.892	.893	35
.892	.893	35

Source: Output of SPSS

As shown in Table 1 and Table 2, the reliability of the data is presented in the table. This dependability was checked utilizing Cronbach's alpha. As shown reflected in the table coefficient of 0.892 indicates the good dependability of the questionnaire.

Table 3 Model summary

Model	R	R Square	Adjusted R Square	Std. error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.961a	.939	.905	.23191	.938	93.374	2	35	.000	1.987
a. Predictors: (Constant), Record Keeping, Marketing Intelligence Systems, Marketing Decision Support Systems, and Marketing Research.										

Source: Output of SPSS

The coefficient of determination (R^2), which measures the proportion of the performance variation that is clarified by the set of predictor variables (Record Keeping, Marketing Intelligence Systems, Marketing Decision Support Systems, & Marketing Research), has a value of 93.8 percent (Table 3). In other words, 93.8% of modifications in the performance are caused by independent variables (Record Keeping, Marketing Intelligence Systems, Marketing Decision Support Systems, and Marketing Research). Whereas, 6.2% of changes are caused by other factors. The adjusted R^2 value is 0.905 and is derived from the R^2 adjusted for the model's number of predictors. The Durbin–Watson test statistic is used to determine whether a regression investigation's prediction errors contain autocorrelation. Since the Durbin–Watson statistic is less than 2, as shown in the preceding table, there is abundant evidence of a positive sequential correlation between the indicators.

Table 4 Anova model

Model	Sum of Squares	Df	Mean squares	f	Sig.
Regression	28.195	6	5.034	92.171	.000a
Residual	2.538	50	0.063		
Total	30.733	56			

Source: Output of SPSS

Acta logistica - International Scientific Journal about Logistics
Volume: 12 2025 Issue: 1 Pages: 35-41 ISSN 1339-5629

Role of marketing information systems in improving the performance of logistics companies with special reference to Nagpur
Sohail Imran Khan, Ronyaz Hayyas Mahmood, Ahmed Talaat Jabbar, Zhala Hayder Omar

The table above (Table 4) depicts the results obtained in the analysis of regression of the dependent variable (Performance) and the other four independent variables. The determined F-value shows that when the outcome was contrasted with F-calculated, it was critical: $F(5/50)=92.171$, $p<0.005$, which straightforwardly infers that the chosen autonomous factors were huge variables that influence the efficiency of the dependent variable.

Table 5 Regression model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.409	.153		2.780	.010
Internal Record Keeping	.127	.056	.142	2.147	.036
Marketing Intelligence System	.128	.052	.181	2.282	.028
Marketing Decision Support System	.125	.055	.172	2.193	.034
Marketing Research	.131	.049	.152	2.171	.029

Source: Output of SPSS

The Regression result for the Marketing Information Systems as a contributing factor to performance is shown in the table above (Table 5). This table confirms the factors (Record Keeping, Marketing Intelligence Systems, Marketing Decision Support Systems, and Marketing Research) being significant, $t(2.780) = 2.147, 2.282, 2.193,$ and 2.171 respectively, $p<0.05$. It can be concluded that the factors are of comparable significance and directly contribute to increasing the logistics company's performance.

The alternative hypothesis was accepted, and the main hypothesis was rejected. This directly implies that the selected independent factors are contributing to the performance of the logistics company. These factors have a significant part to play in the performance of the company.

For companies, a key performance indicator of their own is customer satisfaction has always been the top priority required to attain excellence. The importance of a marketing information system for customer satisfaction: Provides useful hints or keys to an organization to get better and predict which can fulfill the needs as well as wants of customers so they will feel satisfied with what have done them before [29]. The utilization of MIS in big business positively influences key decision-making, enhancing the competitive position, and economic security of the business [30]. Effective MIS develops rationalized marketing and improves vital decision-making processes prompting enhanced profits for business [31].

As mentioned earlier also the objection of this research was to find the MIS factor's role in the performance of the company. The research findings go in line and confirm the result obtained [32], who found that record keeping is the most important factor in getting the information and managers consider it to be the most authentic and reliable source of information. The researcher [33] revealed the existence of a positive correlation between making use of and adopting marketing intelligence and the proper making of decisions, which this research work also approves. A researcher [34] found marketing decision support systems have a noteworthy effect on the performance of banking. This means there exists a positive link between market research and organizational performance.

Utilizing logistics MIS advances efficiency in logistics by enhanced cooperation and data transfer [35]. All this research gives ample evidence that the results obtained go in line with the above-mentioned literature hence it can be concluded that all the selected variables positively affect the performance of the logistics company directly.

5 Conclusion

Information systems, in various forms, are present in companies. However, it is more important that these systems are utilized to meet market demands effectively. MIS disseminates the flow of relevant information to managers, enabling them to make informed decisions related to market operations.

On the grounds of the research work, subsequent conclusions were written:

- The role of MIS in decision-making is important to the managers to give them an advantage over the competitors. Certainly, MIS makes a significant contribution to company performance. In particular, within logistics, MIS enhances performance through optimizing packaging operations, streamlining the transportation system, managing stock effectively, and improving the overall supply chain management. This results in better company efficiency, lessened costs, and customer satisfaction.
- The performance of the company is improved by all independent factors. Thus these factors enhance the performance and productivity of logistics companies by improving the flow of information, optimizing inventory control, streamlining transport, and enhancing warehouse

Acta logistica — International Scientific Journal about Logistics
Volume: 12 2025 Issue: 1 Pages: 35-41 ISSN 1339-5629

Role of marketing information systems in improving the performance of logistics companies with special reference to Nagpur
Sohail Imran Khan, Ronyaz Hayyas Mahmood, Ahmed Talaat Jabbar, Zhala Hayder Omar

efficiency which results in a substantial increase in operational efficiency.

To sum up, if the company implements strong MIS, it would be a great help in increasing the efficiency of Nagpur logistics companies by providing information on changing market trends, customer preferences, and optimization of operations. These firms can use their MIS to make decisions driven by data, streamline their supply chain activities, and improve the way they connect with customers so that the company as a whole performs better than others and has a chance to win the competition. Robust MIS frameworks are critical in assisting logistics enterprises to rapidly adjust to emergent market developments and sustain competitive advantage in an ever-changing business environment.

6 Future scope of research

It will be helpful to repeat this examination in another setting. It is additionally strongly recommended that future investigators examine each component of MIS independently to focus more on explicit issues identified with each part.

References

[1] KALINA, I., SHKOLENKO, O., SHULYAR, N., MAZUR, Y.: Digitization Functions of Marketing Resources at the Enterprise in Conditions of Economic Uncertainty, *Academic Review*, Vol. 1, No. 60, pp. 20-215, 2024.
https://doi.org/10.32342/2074-5354-2024-1-60-15

[2] ENSHASSI, M., NATHAN, R., SOEKMAWATI, S., AL-MULALI, U., ISMAIL, H.: Potentials of artificial intelligence in digital marketing and financial technology for small and medium enterprises, *IAES International Journal of Artificial Intelligence*, Vol. 13, No. 1, pp. 639-647, 2024.
https://doi.org/10.11591/ijai.v13.i1.pp639-647

[3] BADER, A., BANI, M.: The importance of using marketing information systems in five-star hotels in Jordan: An empirical study, *International Journal of Business Management and Administration*, Vol. 4, No. 3, pp. 44-53, 2015.

[4] EZEKIEL, M.S., EZE, F., ANYADIGHIBE, J.: A Study of Marketing Information System (MIS) As a Contributory Factor in the Performance of Selected Transport Companies in Calabar Metropolis, *American Journal of Tourism Research*, Vol. 2, No. 2, pp. 154-159, 2013.

[5] HARMON, R.R.: Marketing Information System, *Encyclopedia of Information Systems*, Vol. 3, pp. 137-151, 2003.

[6] ADAILEH, A., AL-DEHAIMI, F., SHARABATI, A.: The mediating role of employees' empowerment in the correlation between strategic decision effectiveness and organization's excellence, *Uncertain Supply Chain Management*, Vol. 12, No. 1, pp. 583-594, 2024. https://doi.org/10.5267/j.uscm.2023.8.013

[7] RANGASWAMY, A.: Marketing management support systems: Principles, tools, and implementation, *International Journal of Research in Marketing*, Vol. 17, No. 4, pp. 363-365, 2000.
https://doi.org/10.1016/S0167-8116(01)00024-6

[8] BERHAN, E., PAUL, I., JAN, H.G.: *Marketing information systems and price change decision making: the case of Ethiopian industries*, Germany, LAP Lambert Academic Publishing, 2012.

[9] LI, Y.: Marketing information systems in the top U.S. companies: A longitudinal analysis, *Journal of Information & Management*, Vol. 28, No. 1, pp. 13-31, 2005.

[10] SAYED, E.M., AL-KHATIB, H., IBRAHIM, D., MOAWAD, S.: The applications of different artificial intelligence tools in the design and digital marketing field, *International Design Journal*, Vol. 14, No. 1, pp. 327-349, 2024.
https://doi: 10.21608/idj.2024.329317

[11] JASIN, M., ANISAH, H., FATIMAH, C., EL, F., AZRA, A., SUZANAWATY, L., JUNAEDI, W.: The role of digital literacy and knowledge management on process innovation in SMEs, *International Journal of Data and Network Science*, Vol. 8, No. 1, pp. 337-344, 2024.
https://doi.org/10.5267/j.ijdns.2023.9.020

[12] NASIR, W.: Competitive intelligence in Tunisian companies, *Journal of Enterprise Information Management*, Vol. 24, No. 1, pp. 13-31, 2011.

[13] CRAVENS, D.W., PIERCY, N.F.: *Strategic marketing,* Columbus, McGraw-Hill, 2006.

[14] GUPTA, A.: An overview of information technology in the tourism industry, *International Journal Applied Services Marketing Perspectives*, Vol. 1, No. 1, pp. 1-7, 2012.

[15] KOTLER, P., ARMSTRONG, G.: *Principles of Marketing,* United States of America, Pearson Education, Inc., 2010.

[16] AI, T.H., DAN, C.: Participation of IT components in the marketing information system of Vietnamese enterprises, *International Journal of Advanced Multidisciplinary Research and Studies*, Vol. 3, No. 2, pp. 145-154, 2023.
https://doi.org/10.5724/1339-1582.2015.4.004.X

[17] HEGGDE, G., SHAINESH, G.: *Social Media Marketing: Emerging Concepts and Applications*, Palgrave Macmillan, Germany, 2018.

[18] SHEPHERD, E., STEVENSON, A., FLINN, A.: Freedom of Information and records management in local government: Help or Hindrance?, *Information Policy,* Vol. 16, No. 2, pp. 111-121, 2011.

[19] EHIE, I.C.: Developing a management information systems (MIS) curriculum: Perspectives from MIS practitioners, *Journal of Education for Business*, Vol. 77, No. 3, pp. 151-158, 2002.

Role of marketing information systems in improving the performance of logistics companies with special reference to Nagpur
Sohail Imran Khan, Ronyaz Hayyas Mahmood, Ahmed Talaat Jabbar, Zhala Hayder Omar

[20] EZINE: The role of decision support system for decision making, [Online], Available: http://www.ezinearticles.com/role-of-decision-support-system-for-decision-making [19 Feb 2024], 2024.

[21] MATHIEU, J.P., ROEHRICH, G.: The three representations of marketing through its definitions, *French Marketing Review,* Vol. 1, No. 204, pp. 39-49, 2005.

[22] POWER, D.J.: *Decision support system: concepts and resources for managers*, Westport Conn, Quorum Books, 2002.

[23] VAN BRUGGEN, G.H., WIERENGA, B.: Marketing decision making and decision support: Challenges and perspectives for successful marketing management support systems, *Foundations, and Trends in Marketing*, Vol. 4, No. 4, pp. 209-332, 2010.

[24] PETER, G.: *AI in Marketing Sales and Service*, Palgrave Macmillan, Germany, 2019.

[25] GAIKWAD, J., YADAV, B.: The Significance of Market Research in the Business Decision, *Journal of Global Economy*, Vol. 16, No. 2, pp. 11-17, 2020.

[26] GNEEZY, A.: Field experimentation in marketing research, *Journal of Marketing Research*, Vol. 54, No. 1, pp. 140-143, 2017.

[27] DIDONET, S., FEARNE, A.: The impact of market information use on entrepreneurial performance: insights from the UK food industry, *Journal of Small Business and Enterprise Development,* Vol. 30, No. 5, pp 967-986, 2022. https://doi.org/10.1108/JSBED-02-2022-0072

[28] MANDAL, P.: Marketing Information and Marketing Intelligence: Generation of Customer Insights, *International. Journal of Technology Diffusion*, Vol. 13, No. 1, pp 1-14, 2022. https://doi.org/10.4018/IJTD.300745

[29] VINCENT, O., ONIVEFU, A., ONIVEFU, Z., LATINWO, A.: Grasping the influence of marketing information systems on strategic planning and enhancement of banking services for customers, *World Journal of Advanced Research and Reviews*, Vol. 19, No. 3, pp. 207-218, 2023. https://doi.org/10.30574/wjarr.2023.19.3.1705

[30] BLYZNIUK, A.: The usage of the marketing information system in enterprise's management, *Economics Finances Law*, Vol. 1, No. 1, pp. 43-53, 2023. https://doi.org/10.37634/efp.2023.1.2

[31] BAZARAS, D., ČIŽIŪNIENĖ, K., VAIČIŪTĖ, K.: Assessment of the Interaction of the Logistics Company's Information Technologies with the Technological Infrastructure, *Transport and Telecommunication Journal*, Vol. 24, No. 1, pp. 43-54. 2023. https://doi.org/10.2478/ttj-2023-0005

[32] AYUBA, B., KAZEEM, A.O.: The Role of Marketing Research on the Performance of Business Organizations, *European Journal of Business and Management,* Vol. 7, No. 6, pp. 148-156, 2015.

[33] ISMAIL, T.: The Role of Marketing Information System on Decision Making: An Applied Study on Royal Jordanian Air Lines (RJA), *International Journal of Business and Social Science*, Vol. 2, No. 3, pp 175-185, 2011.

[34] ALMAJALI, M.: Role of Marketing Information System (MKIS) on Banking Performance: Case of Jordan, *Journal of Internet Banking and Commerce,* Vol. 18, No. 1, pp. 1-14, 2018.

[35] UBAYDULLO, G., NARIMONJON, I.: Utilizing logistics Information Management Systems in logistic companies, *Financial Technology and Innovation*, Vol. 2, No. 1, pp. 19-25, 2023. https://doi.org/10.54216/fintech-i.020102

Review process
Single-blind peer review process.