



STATISTICAL-BASED ANALYSIS ON EFFECTS OF THE DIMENSIONS OF HUMAN CAPITAL ON MARKETING CAPABILITIES IN PRIVATE BANKS

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ABSTRACT

In current research has already done to investigate the effect of dimensions of Human capital on Marketing Capabilities in Private Banks. Often, human capital is described as intangible assets which can be applied as capital for competitive advantage. Thus, an organization which has strong marketing, has better performance in recognition of customer' needs and comprehension of factors which influence on customer. This organization can position its trademark as for trademarks of its rivals which can discriminate and use high profitability. The aim of research is to discuss that does human capital influence on marketing capability? The statistical population consists of managers and experts of private banks of Kurdistan province and alpha Cronbach has been used to analyze data. In order to estimate reliability, Kolmogrov-Smirnov test has been used. On discussion the effects of human capital on marketing capability, three hypothesizes were confirmed at confidence level 95% and error 5%. This research confirms that attention to human capital in internal companies increases marketing capability and it is necessary managers and researchers to consider it.

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1. INTRODUCTION

Marketing capabilities are combination process of tangible and intangible capitals in order to comprehend customer complicated needs and obtain different trademarks from rivals. Organizations combine their skills and personal knowledge to tangible capitals of organization to develop marketing capability. The organization spend more capitals to comprehend customer' needs can obtain more capabilities from market, these capabilities are complicated by other organizations. Thus, marketing capabilities are important capital to increase competitive advantage for organizations. Marketing capability helps to establish and maintain strong relationship between organization with customer and members of channel and allows organization to make strong its relationship with customers and loyalty to trademark. Marketing capability helps development of technical knowledge, new

technology and replace it with existing technology and knowledge. Marketing capability is developed by evolutionary process to establish organizational development and cannot be mimicked by rivals (TiS et al., 1997). Existing capabilities are strength for development and help performance because of it, marketing capability is vital to determine competitive advantage and its performance (Dey, 1997). Nath et al. (2008) stated that the aim of marketing is to restore value of product or service in the mind of customers and this aim is due to comprehend customer' needs better and suitable to it.

Thus, organization which has strong marketing capability shows better performance to recognize factors which influence on customer. This organization can position its commercial name as for its rival and it discriminates it and obtains high profits (Day, 1994). Today, majority of organization' assets are intangible assets which are not estimated by traditional accounting methods. Intangible assets are capabilities and assets of organization which are applied as competitive advantage. Although, we are not able to estimate it but as for its role in organization, we can consider importance of investment. Peter Drucker says in his book: we are entering into knowledge economy era in which intangible assets (knowledge assets) are main economic capital and other traditional factors are on other ranks (Beigi and Fetrus, 2009). Intangible assets are competitive rivals for organization. Thus, product of an economic institute in not only tangible assets but points to knowledge and assets. Thus, in manufacturing and servicing companies, main product of company conforms to knowledge and assets especially organizational profit and depend on intellectual investment to increase innovation and competitive profit. Organization is able to make competitive profit by conforming intangible assets (Huang et al., 2011). Organizations shall consider their intangible assets as necessary strategy in order to stay in new paradigm. Thus, it is necessary to perform researches. Therefor this research has already done to investigate the effect of dimensions of Human capital on Marketing Capabilities in Private Banks of Kurdistan province

2. RESEARCH BACKGROUND

Lew et al. (2013) in a research discusses role of social capital in explorative capability in market and found that confidence in international investment resulted to explorative capability in firm and influence on market. This research also shows the effects of modification effects of capital in performance.

Zéghal & Maaloul (2009) estimated intellectual capital by added value index and its results on financial, economic performance and market value on 300 English companies. In order to estimate intellectual capital, intellectual added value model has been used. The results showed that efficiency of intellectual capital has positive and meaningful relationship with economic and financial performance but there is importance relationship between market performance and technology, also, capital (physical and financial) has negative relationship with economic performance but it has positive and significant relationship with market value and financial performance.

Moon & Kym (2006) stated human capital with staff capability, satisfaction and stability. Staff capabilities are personal capability, personal skills and investment on human capital. Satisfaction points to emotional and feeling mode. Total satisfaction has positive relation which occupational satisfaction and organizational commitment which reflected difference between staff and comprehended. Stability points to maintenance of staff and arbitrary substitution and can be regarded

as threat for organization to lose knowledge and organization shall be pioneer on it.

Yadollah Farsi and Razavi (2012) discussed the effect of social and human capital to recognize and exploit opportunities by young in Kerbal district and concluded that size of social network and skills and their experience have positive and significant effect.

Msousmi (2011) in his research discussed the effect of human capital on competitiveness of banks. The main aim of research is to discuss the effects of human capital factors on competitiveness of financial institutes. In this research, 158 questionnaires were distributed among branches of Keshavarzi banks in Golestan province and the results showed that human capital is effective to competitiveness (reduction of end price, services and concentration of customer) in bank.

Maleki Min Bashi and Siyah Sarani Kajouri (2013) discussed the effect of intangible capital on performance of companies by mediating effect of marketing capability for Semnan companies. The results showed that human capital and information capital have effect and significant effect on marketing capability and also resulted to promotion of performance. Another result is to discuss indirect effect of information capital on performance by mediating role for marketing capabilities. Rezvani et al., (2012), considered social capital in entrepreneur firms for foodstuff industries. The results showed that dimensions of social capital in food industries companies combined with marketing and commitment of personnel to aims and values can be facilitator between them and result to administrative norms and confidence and access to perfect information and pertain to non-official channels to develop marketing activities.

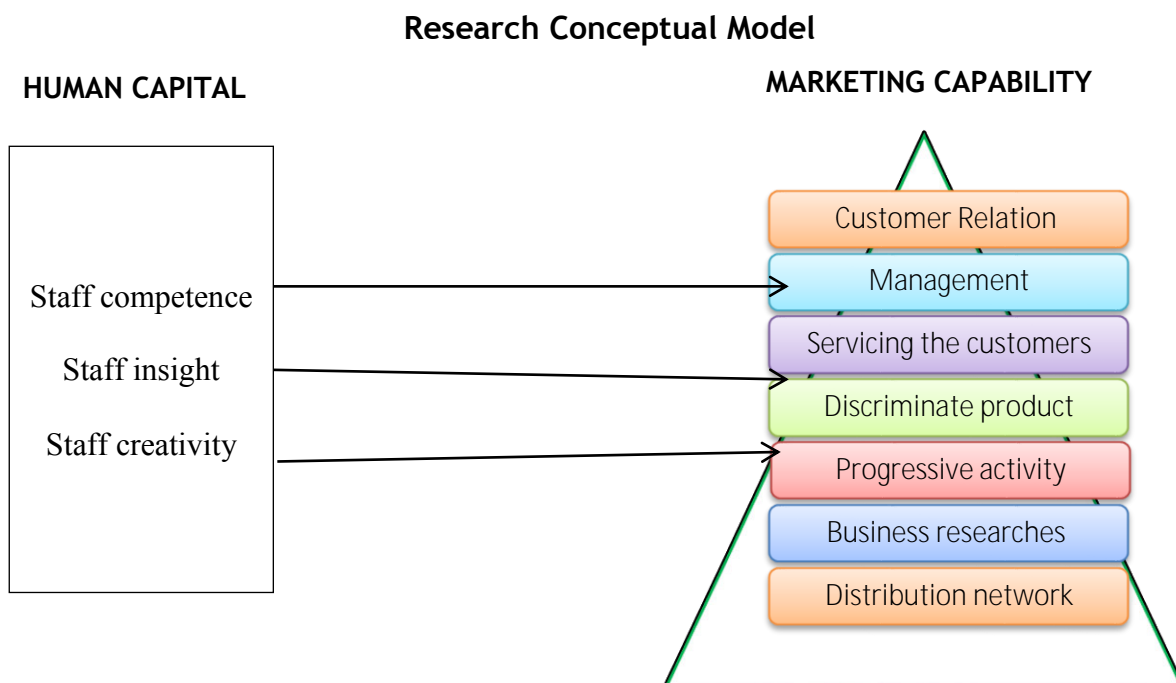


Figure 1: conceptual model (after Chen et al. (2004); Rezai Dolatabadi and Khaef Elahi (2005))

3. RESEARCH METHODOLOGY

This study in terms of purpose is applied research and in terms of type of gathering information is

descriptive- correlational research. Statistical Population of this study is active private banks in Kurdistan province.

Total 148 people were selected to perform research during November of 2017. Because of low population, consensus method was used. Total 148 questionnaires were distributed among banks, which returned 110 questionnaires were analyzed.

4. TEST OF RESEARCH HYPOTHESES

4.1 FIRST HYPOTHESIS

H0: There is not significant relationship between staff competence and marketing capability in private banks of Kurdistan province.

H1: There is significant relationship between staff competence and marketing capability in private banks of Kurdistan province.

Table 1: Results of testing for the Pearson correlation coefficient between staff competence and marketing capability

		Marketing capability	Staff capability
Staff competence	Pearson correlation	0.198	1
	Sig. value		0.038
	No.	110	110
Marketing capability	Pearson correlation	1	0.198
	Sig. value		0.038
	No.	110	110

According to results obtained Pearson correlation test, coefficient of relation between marketing capability and staff is 0.198 in private banks of Kurdistan and significant level is 0.038 which is less than 0.05. Thus, H0 is rejected in confidence level 95% and H1 is confirmed. In other word, it can be claimed that from respondent's point of view, marketing capability and staff capability have significant relationship in private banks of Kurdistan and staff capability influences on marketing capability.

4.2 Second Hypothesis

H0: There is not significant relationship between staff insight and marketing capability in private banks of Kurdistan province.

H1: There is significant relationship between staff insight and marketing capability in private banks of Kurdistan province.

Table 2: Results of testing for the Pearson correlation coefficient between staff insight and marketing capability.

		Marketing capability	Staff insight
Staff competence	Pearson correlation	0.349	1
	Sig. value		0.000
	No.	110	110
Marketing capability	Pearson correlation	1	0.349
	Sig. value		0.000
	No.	110	110

According to results obtained from Pearson correlation test, coefficient of relation between marketing capability and staff insight is 0.349 in private banks of Kurdistan and significant level is 0.000 which is less than 0.05. Thus, H0 is rejected in confidence level 95% and H1 is confirmed. In other word, it can be claimed that from respondent's point of view, marketing capability and staff insight have significant relationship in private banks of Kurdistan and staff insight influences on marketing capability.

4.3 Third Hypothesis

H0: There is not significant relationship between staff creativity and marketing capability in private banks of Kurdistan province.

H1: There is significant relationship between staff creativity and Marketing capability in private banks of Kurdistan province.

Table 3: Results of testing for the Pearson correlation coefficient between staff creativity and Marketing capability.

		Staff creativity	Marketing capability
Staff competence	Pearson correlation	1	0.454
	Sig. value	0.000	
	No.	110	110
Marketing capability	Pearson correlation	0.454	1
	Sig. value	0.000	
	No.	110	110

According to results obtained Pearson correlation test, coefficient of relation between marketing capability and staff creativity is 0.454 in private banks of Kurdistan and significant level is 0.000 which is less than 0.05. Thus, H0 is rejected in confidence level 95% and H1 is confirmed. In other word, it can be claimed that from respondent's point of view, marketing capability and staff creativity have significant relationship in private banks of Kurdistan and staff creativity influences on marketing capability.

5. CONCLUSION

The results showed that there is significant relationship between dimensions of human capital and marketing capability so that more human capital in industrial companies, high marketing capability. In other word, human capital increases marketing capability and organizations shall market capability to continue in competitive environment and it is imperative to educate new staff and commitment between them and promote organizational learning. The results showed that there is significant relationship between dimensions of human capital and marketing capability as if severity of relationship between staff capability and marketing capability is 0.198. The relation staff insight and marketing capability is 0.349 and relation between staff creativity and marketing capability is 0.454. In other word, it can be claimed that from respondent's point of view, marketing capability and staff creativity have significant relationship in private banks of Kurdistan and staff creativity influences on marketing capability. As for information obtained and as for correlation for human capital, there is relationship between staff creativity with marketing capability. In other word, it can

be claimed that from respondent's point of view, marketing capability and staff creativity have significant relationship in private banks of Kurdistan and staff creativity influences on marketing capability. Research activities considered it. Maleki MinBashi and Siah Sarani Kajouri (2013) discussed this and their research were confirmed and there is positive relation between human capital and marketing capability. This research confirms that attention to human capital in internal companies increases marketing capability and it is necessary managers and researchers to consider it.

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