Research Article

Knowledge Management In Marketing And Its Relationship With Organizational Performance

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ARTICLE INFO	ABSTRACT
	Organizational performance is the core of all activities in the organization as it determines the organization's survival and reflects the way the organization uses its tangible and intangible resources to achieve its goals. Knowledge management, on the other hand, makes a significant difference as a result of companies and can be seen as a vital competitive tool that significantly improves adaptability, survival and improvement of organizational performance. Therefore, the present study was conducted to investigate the impact of knowledge management in marketing and its relationship with the performance of organizations. To measure the variables of the research model, a questionnaire of 42 questions was designed and distributed among the employees of foreign and domestic trade and marketing of industrial towns companies by the method of relative classification to the proportion of employees (section). Cronbach's alpha coefficient was at acceptable level for all variables to test the hypotheses Multivariate regression method and SPSS version 23 software were used. The results showed that there is a significant positive relationship between assets and marketing knowledge management capabilities on the overall organization's performance, customer performance and financial performance. Existing marketing assets and external marketing capabilities have the greatest impact on the overall performance of the organization, market performance and financial performance, while existing marketing assets and Internal capabilities have the greatest impact on customer performance.

Keywords: Knowledge Management, Marketing, Performance

1- Introduction

 In the current world, every organization and company is looking for progress, growth and surpassing competitors. Therefore, competitive advantage is the main factor in the development of any company in the international arena. Identifying the resources and capabilities of the company is one of the ways to achieve competitive advantage (Ansari, 2023). Today, knowledge is known as a strategic resource and the main foundation of organizational competition. Organizations have found that managing this resource is one of the key factors in reaching the tipping point of success and creating sustainable competitive advantage. Therefore, implementing knowledge within organizations is a major challenge for managers (Pour Azima and Shariatmadar 2023). Marketing knowledge management is a new field of marketing in the organizational domain Knowledge as a whole is composed of several sub-knowledge. These sub-knowledge are based on Porter's value chain i.e. organizational knowledge Knowledge Management Human resources Knowledge Development technology logistic knowledge, knowledge of marketing and sales knowledge and service knowledge is required when performing marketing activities and marketing research, distribution of product design of marketing information systems, etc. It is also available (Day, 2019).

Knowledge management is a complex process that cannot affect businesses without a clear plan. In the 1990s, at the beginning of the implementation of knowledge management in the world's top industries, KM knowledge management was seen as a set of discrete KM Toolbox solutions , but after a while, it was observed that for the effectiveness of knowledge management to be considered as an interconnected path and proportional to organizational maturity Be. The prerequisite of this approach is to create a path for knowledge management in a company as a knowledge management roadmap. The goal of the roadmap is to achieve the final destination

and effectiveness in key organizational indicators according to the existing constraints. The road map specifies the necessary measures in the short, medium and long term to clarify the path forward. Another key effect of the development of knowledge management roadmap In organizations, preventing the cross-sectional view of knowledge management as an outsourced project is outsourced project. With the roadmap, organizational knowledge managers always have a codified and defensible plan for achieving return on investment (ROI) for the next period or year . The success of one The organization in its performance does not necessarily have more knowledge, but an organization that can use this knowledge that it knows and know the techniques that are most important to the organization. If knowledge management is implemented correctly in the organization, there are advantages such as improving competitive advantage with other organizations, improving decision-making process, It will also reduce financial costs and improve performance for the organization. Knowledge management is a challenging process because it is difficult to recognize its true value and it is more difficult to apply it in a way that creates superior performance for the organization. Now, managers try to extract the accumulated knowledge in the minds of the members of the organization through knowledge management and share it among all individuals. In this case, the knowledge stored in the system becomes a permanent usable resource and provides a sustainable competitive advantage to improve the organization's performance (Sabour, et al., 1402).With the increasing importance of marketing in business contexts, modern organizations need to manage knowledge-based marketing. Knowledge-based marketing refers to a specific area of knowledge that is related to the marketing processes of the organization. A number of marketing activities are designed to develop and manage the marketing mix of the organization. Other activities are designed to develop the dissemination and use of marketing information. And the capabilities that empower marketing knowledge management to achieve organizational goals, and another important issue that is being explored in this study is the unknown extent to which these types of capabilities affect organizational performance (Carrillo et al., 2018).

Marketing capabilities are competences that support the relationship between market sentiment and customer attitude. These capabilities are of two types: internal marketing capabilities that encompass strategic management of integration، marketing management function and operational management؛ and external marketing capabilities that understand the needs and wants of customers، maintain and strengthen relationships with customers and financial institutions. A comprehensive analysis of the external business environment. Matching distinct competencies with external opportunities is having capabilities to recognize strategic activities and capabilities for processing information (Hooley et al., 2019).

Quantifying the impact of these capabilities on organizational performance is very difficult, and only by a judgmental method, this important can be investigated. Less research has examined the issue quantitatively, as well as the unknown factors and capabilities mentioned and determining their type is one of the most important challenges that have been raised in this field. Determining the amount of marketing knowledge assets is another challenge that can be Measuring using the attitude of this research made it possible (Akroush, 2016).

The type and extent of the relationship between marketing assets and marketing capabilities with organizational performance are other barriers to achieving proper evaluation and providing a good estimate of the effectiveness of knowledge management on organizational performance because both concepts are in accordance with the concepts and determining indicators to quantify this relationship and also determining direct or inverse relationship between these factors is difficult and adds to its complexity.

Lack of access to the assets and capabilities of influential marketing in marketing knowledge management as well as in industrial estate companies, lack of familiarity of industrial estates companies with these concepts is another obstacle that has been considered in this research. As a result, it can be noted that the amount of assets and marketing capabilities in the companies of industrial estates of Iran that cause a time lag It is a major obstacle in the process of studying knowledge management and its impact on organizational performance (Akroush & Al-Mohammad, 2020).

The term knowledge management has been significant in the last two decades, e.g. Pete and Clark 1999; Barchan, 2000; Coriello et al. 2003; Karyeon et al., 2004; Wang, 2004; Theesai and Sheeh, 2004; Daruch, 2005; Lin and T. Seng, 2005; Tanierdy, 2005; White, 2005; Jung 2006; Medan, 2009). A common feature of studies is that they have not reached a consistent definition of knowledge itself, as well as knowledge management. Further, and despite confirmation of the impact of knowledge management on the performance of the organization, various researchers have been investigated based on the scope of knowledge they have considered in their studies (e.g., Barachan, 1998; Collegen, 1999; Masi et al., 2002; Raveli, 2005).

In Iran, there is no specific research on marketing knowledge management. One can only refer to Hamidizadeh and Azizi's (2009) research, in examining the factors influencing the sharing of marketing knowledge in the food and automotive industries, and also to Hossein Rezaei-Dolatabadi's research, which examines the impact of market-oriented on business performance with respect to marketing capabilities. They say in their Doctor's Letter: Business performance in the current competitive environment is influenced by the integration of market-oriented and marketing capabilities. Also, market orientation culture and market intelligence affect marketing capabilities and marketing capabilities affect business performance. The indirect impact of market orientation culture and market intelligence on business performance is far greater than its direct effect. This

shows that marketing capabilities play an important role in the relationship between market-oriented and performance. Business plays out.

Knowledge and knowledge management have been met with considerable research.However، consensus is forming for how to define knowledge management The difference in the definition of knowledge management by two factors causes the first to actually be difficult to establish a comprehensive definition of the concept of knowledge itself. The second factor is related to the fact that management knowledge covers all aspects of the organization's processes, as McKeller (2005) explains. Knowledge management includes many arrangements such as document management and content management، mental assets management، relationship management، partner organization and customers، etc. Hence، the number of definitions of knowledge terms and knowledge management is almost as high as the number of authors related to this field. However, it is necessary for any researcher in the field of knowledge management to apply a relevant definition of knowledge and knowledge management that is appropriate, the subject of the objectives and the field of research. Such an effort should give more direction and power to the research and provide relevant findings (Doyle, 2011).

The definition of knowledge by Davenpur and his colleagues (1998) is that knowledge is information consisting of experience، context، interpretation، and reflection that is applied to decisions and actions. In connection with the Zeleny debate (2005)، it distinguishes between knowledge and information. This includes data visualization and text، and knowledge of human feedback and collaborative learning. A range of implicit knowledge (e.g. skills and work experience (employees and explicit knowledge, for example, annual reports of technical documents, regulations and standard procedures) Knowledge can vary depending on the context of the organization or where it is needed, where it is created, where it is distributed, or where it is applied due to the tasks of the various units in which they are located. The decision to focus on a specific area of knowledge depends exclusively on the organization's perceptions of knowledge that is key to the organization's survival and success. For example، organizations may need customer-oriented، product-oriented know-how، even managerial knowledge. Therefore، in order to avoid any misinterpretation that arises from generalization of the concept of knowledge، it is necessary to cover the knowledge area of the specific area and not very broad business activity. The concept of knowledge، knowledge management can be defined as follows:

An arrangement that involves the recognition and analysis of acquired, acquisition-based knowledge and capabilities of the required marketing knowledge, and the planning and control of actions to improve both assets and capabilities to accomplish organizational goals (Fahy et al., 2000). In this research, the researcher decided to investigate and conduct various library and internet studies and using the opinions of experts and also applying the relevant statistical analysis methods to investigate the above issue more thoroughly and deeply. To answer research questions and draw conclusions about hypotheses, data collection is needed. In this way, the researcher selected the industrial researcher as the case sample and extracted the statistical population and his required sample from it. Then a sample was selected and the raw data were collected by the researcher by distributing the questionnaires. Finally, after collecting the statistical data to investigate the relationships between variables, these data were analyzed.

Research Background

Hosseini et al. in 2022 to study the relationship between knowledge management processes and organizational performance through mediating variable of organizational learning (Case study: employees of a military university) The main purpose of this study was to investigate the relationship between variables of knowledge management, organizational learning and organizational performance in a Military University. The required data were collected based on the research model through a questionnaire distributed among the staff of this university, and multivariate regression and structural equation modeling (path analysis) were used to examine the relationship between variables and test hypotheses.Findings indicate that at 95% confidence level، there is a significant and positive relationship between knowledge management and organizational learning and organizational performance. The results showed that the variable of organizational learning has a significant and positive relationship on organizational performance. Moreover، the organizational learning variable plays a mediating role in the relationship between knowledge management and organizational performance (Hosseini et al.، 2022).

The purpose of this study is to explain the role of knowledge management, open innovation and open innovation on competitive advantage. The present study is applied in terms of purpose, and in terms of data collection method is descriptive and survey and the data collection tool is library studies and questionnaires. The results were analyzed using analysis and Analysis of the responses of 270 managers and experts of active companies of industrial estates in Fars province and using structural equation modeling and smart pls software have been used. The findings of the research indicate that competitive intelligence has influenced the creation of competitive advantage in two ways, process factors and contextual factors . Knowledge management through knowledge identification, knowledge development and knowledge retention has a positive and significant effect on the acquisition of competitive advantage. Also, open innovation through organizational readiness, participatory empowerment and absorption capacity affect sustainable competitive advantage. The results showed that knowledge management and open innovation along with competitive intelligence are three important factors In creating sustainable competitive advantage, managers achieve sustainable competitive advantage by increasing employee productivity, innovating in services and products, responding to applicants

in a timely manner by reducing the delivery time of services and products and customizing them to achieve sustainable competitive advantage (Ansari, 2023).

In 2023, Easy et al. published a study entitled "Recognition of the Relationship between Knowledge Management Foundations on Content and Process Structures (Case Study: Mashhad Municipality)". In this research, the relationship between knowledge management foundations including (knowledge creation and acquisition, knowledge storage and storage, knowledge transfer and application of knowledge) on content structures and processes that include (vision, creativity, system-thinking, communication) Strategic and Strategic Analysis is recognised. This research is applied in terms of the purpose and in terms of the nature and method of descriptive-correlational survey and simple random sampling method, which was conducted in 2023 on 332 managers and experts of Mashhad municipality as a sample, of which 180 people were randomly selected as statistical sample based on the Cochran formula, and the statistical population of it is all managers and experts of Mashhad municipality. The data collection method in this research is library method, field and questionnaire. In order to investigate the hypotheses, SPSS22 software and correlation analysis and linear regression were used. Findings showed that there is a significant relationship between knowledge management processes and content and process factors of strategic areas of managers and experts of Mashhad municipality (Easy et al., 2023).

Shirzad et al. in 2023 conducted a study entitled The Relationship between Knowledge Management and Information Economics and Marketing in Organizations. The purpose of this study was to investigate the relationship between knowledge management and information economy and information marketing. The concept of knowledge management has complexity that is partly related to the challenges in defining knowledge itself، but knowledge management can be the process of creating، creating، publishing، distributing. and knowledge of knowledge. The goal of knowledge management is to harness and apply knowledge and information and provide its complete and cost-effective access to all employees, in order to do their job better. Knowledge management has two dimensions: the physical dimension and the non-physical dimension that has two living and inanimate states. In this study, first the concept of data, information and knowledge is expressed, and then their relationships are examined, then the definition, characteristics, principles, schools and theories of knowledge management are explained in detail, then information economics and information marketing and their relations with knowledge management are studied (Shirzad et al., 2023).

Ramezani Koncha and Jafari in 2023 conducted a study entitled "The Role of Organizational Culture on Knowledge Management Development in Rasht Municipality". The purpose of this study is to investigate the role of organizational culture on the development of knowledge management in Rasht Municipality. Today, knowledge is the most important and valuable asset of any organization. Rapid changes and increasing growth force any organization to do its best in knowledge management for survival.It works. One of the factors that is very influential in the establishment of knowledge management in an organization is organizational culture. Organizational culture and strategy have been recognized as the most important factors in influencing organizational effectiveness and knowledge management. The present study was a descriptive and analytical type that was used by survey method. The data collection tool was a researcher-made questionnaire. The statistical population of this study is all experts of Rasht municipality Of these, 229 people were selected as sample size through systematic random sampling for interview. The results of this study showed that the organizational culture prevailing in Rasht municipality in four dimensions of adaptability, adaptability, engagement and mission, and also the application of knowledge management is not appropriate. The analytical results of the research also indicated that there is a positive and significant relationship between dimensions of organizational culture and application of knowledge management in Rasht Municipality. Accordingly, it can be stated that if the status of organizational culture in Four male dimensions are improved, the application of knowledge management is facilitated in the municipality of Rasht (Ramezani Kencha and Jafari, 2023).

Salimi et al. In 2023, the effect of knowledge management on the empowerment and self-efficacy of physical education teachers was the mediating role of moral climate. The purpose of this study was to investigate the effect of knowledge management on the empowerment and self-efficacy of physical education teachers, and the mediating role of ethical climate. The research method was descriptive-survey and correlational. The statistical population of the research was all teachers of physical education in Isfahan province (1498): Based on Krejcie and Morgan's table, sample size of 320 individuals were selected randomly and purposefully. Data were collected using the Newman and Conrad Knowledge Management Standard Questionnaire (1999), the Spritzer Employee Empowerment Standard Questionnaire (1995), the standard self-efficacy questionnaire of the teachers of Schchan-Moran and Wolfwok (2001) and the standard moral climate questionnaire of Victor and Cullen (1988), which the content and face validity of the questionnaires were confirmed by experts (12 people). Also, its reliability was calculated using Cronbach's alpha test (0.823) and combined reliability. To analyze and Data analysis and fitting of the model were used structural equation modeling in PLS3-SPSS24 software. The results showed that the effect of knowledge management on empowerment (0.172) and self-efficacy (0.283) of physical education teachers was significant, but its effect on moral climate (0.058) of teachers was not significant. Also, the effect of ethical climate on empowerment (0.410) and self-efficacy (0.267) of physical education teachers was significant. Finally, knowledge management affects empowerment (0.023) and self-efficacy (0.158) teachers Physical education mediated by ethical climate had no significant effect. In general, based on the model, it can be said that by implementing and improving knowledge management measures that will undoubtedly lead to the desire of teachers to become knowledge-oriented, it

can be possible to increase their desire to increase the spirit of empowerment and self-efficacy (Salimi et al., 2023).

In 2023, Zahed-Babalan in a study entitled Identifying Knowledge Management Outcomes in Educational Organizations aimed to identify the effective consequences on knowledge management in educational organizations by using qualitative approach. In this study, qualitative research method was used and data were collected by interviewing the exemplary teachers of Ardabil province. In the qualitative stage, with 14 people Sample teachers, managers and educational departments of Ardabil province were interviewed in three stages: qualitative data analysis, open, axial and selective coding; components (performance enhancement, knowledge development, empowerment, personal responsibility and technology development) were identified as effective outcomes of knowledge management in educational organizations. The findings and results of the research indicate that managers and education officials can take an important step toward educational development and transformation by institutionalizing knowledge management in educational organizations (Zahedbablan, 2023).

In 2023, Tootaian Esfahani and colleagues conducted a study entitled "The Impact of Knowledge Management on the Sustainable Development of the Company with the Mediating Role of Green Innovation". The purpose of this study is to investigate the impact of knowledge management on sustainable development of the company with the mediating role of green innovation in Kalafleet Shargh Company. The research method is applied in terms of purpose, and in terms of data collection is descriptive survey. The statistical population in this study included 250 employees of the company. Kaladafleet East is one of the most important factors in this study. The tools used in this research include three standard questionnaires of knowledge management Daniel et al. (2006), Bensel's Green Innovation (2005) and Wang Company's sustainable development (2012). The content validity of the questionnaire was confirmed by experts and the reliability of the questionnaires was confirmed using Cronbach's alpha and reliability coefficient higher than 7.0. Data were analyzed by SPSS and Smart Pls software. In descriptive statistics, mean and standard deviation were used, and in the inferential statistics section, Kolmogorov Smirnov test was used to determine the normality of data and KMO and Bartlett test were used to assess the adequacy of sampling. The findings showed that knowledge management has an effect on green innovation and sustainable development of the company, and green innovation has a mediating role in the impact of knowledge management on the company's sustainable development. These relationships are significant at alpha level of 05.0 (Totian Esfahani et al., 2023).

Research Method

This research is a descriptive research because of its application in marketing knowledge management and assets and marketing knowledge management capabilities and its impact on organization performance and in terms of data collection, but in terms of type of research, descriptive research is a cross-sectional survey.

The domain of research is examined from three thematic dimensions, place and time.

The time domain of the subject was actively started and studied in April 2023 and ended at the end of April 2024 and the questionnaire was distributed from early April 2023 and after a week of work their completion was completed. Also, most of the articles used in the research are from 2017 onwards.

The spatial domain of this research includes industrial estates companies .

The thematic realm of research consists of the field of marketing knowledge management and the performance of the organization where the capabilities and assets of marketing knowledge management in industrial estates companies will be examined.

Statistical population Sampling method and sample size

In this study, the statistical population includes all commercial and marketing managers who have been working in industrial estates companies. The sample size is calculated using Cochran's formula equal to 50 people. Also, random stratified sampling method is used for

Sampling was used.

Data collection tools and methods

A questionnaire was used to collect data. The collected data were used to test the hypothesis and examine different dimensions of the presented model.

The data collection method is a sample survey and the members of the statistical sample are commercial and marketing employees of industrial estates companies.

Method of analyzing data and testing hypotheses

Multivariate regression method has been used to investigate the relationships between variables and test the hypotheses.

Findings

Testing hypotheses and data analysis results

Test the first hypothesis

The first hypothesis of marketing knowledge management assets has a significant positive effect on the performance of the whole organization.

In this hypothesis, marketing knowledge management assets are variable independent and the performance of the whole organization is dependent .

Table1: Results of Multivariate Regression Analysis for the First Hypothesis.

Non-standard coefficients					
R²	Sig	Standard coefficients (B)	Standard Error	B	Model
			0/232	1/139	Constant magnitude
0/504	0/003	0/468	0/126	0/298	Existing Marketing Assets
	0/017	0/295	0/120	0/238	Invested Marketing Assets

The results of multivariate regression analysis in the performance dimension of the whole organization indicate that two variables of marketing knowledge management assets, existing marketing assets and invested marketing assets on the performance of the whole organization, as can be seen in Table 1, R is 50.4. Therefore, 50.4% of the change in the total performance of the organization is explained by marketing knowledge management assets according to Table 1 data.The standard coefficients for all independent variables are (0<B). For existing marketing assets, the standard coefficient is 0.468 and the value of the standard is 0.468. SIG is 0.003 for the invested marketing assets, the standard coefficient value is 0.295 and the Sig value is 0.017, which in all cases is less than 0.05. Therefore, at the level of confidence of 95% of all cases and hypotheses are accepted.

According to Table 1, the regression equation for the overall performance of the organization is:
Total organization performance = 1.139 + 0.468 (available marketing assets) + 0.295 (invested marketing assets)Test the second hypothesis The second hypothesis of marketing knowledge management assets has a significant positive impact on the organization's market performance.

Table 2: Multivariate regression analysis for the second hypothesis

Non-standard coefficients					
R²	Sig	Standard coefficients (B)	Standard Error	B	Model
			0/269	1/514	Constant magnitude
0/345	0/015	0/429	0/147	0/371	Existing Marketing Assets
	0/021	0/206	0/139	0/169	Invested Marketing Assets

In this hypothesis, the assets of marketing knowledge management are independent variable and the market performance of the organization is variable dependent.
The results of multivariate regression analysis in the market performance dimension of the organization indicate a significant positive effect on the market performance of the organization. According to Table 2, R2 is 0.354. Therefore, 35.4% of the change in the organization's market performance is explained by marketing knowledge management assets . According to the data in Table 2 Standard coefficients are independent for all variables. For existing marketing assets, the standard coefficient value is 0.429 and the value is 0.429. SIG is 0.015 for the invested marketing assets, the standard coefficient value is 0.206 and the sign value is 0.021, where the Sig. value is less than 0.05 in all cases. Therefore, at the level of confidence of 95% of all cases and hypotheses are accepted.

According to Table 2 of the regression equation for the market performance of the organization is:
Market Performance = 1.514 + 0.429 (Existing Marketing Assets) + 0.206 (Invested Marketing Assets)
Test the third hypothesis
The third hypothesis of marketing knowledge management assets has a significant positive effect on the organization's customer performance.
In this hypothesis, the assets of marketing knowledge management are independent variable and the organization's customer performance is dependent .

Table 3: Results of Multivariate Regression Analysis for the Third Hypothesis

R²	Sig	Standard coefficients (B)	Standard Error	B	Model
					Non-standard coefficients
			0/348	0/331	Constant magnitude
0/472	0/000	0/643	0/190	0/876	Existing Marketing Assets
	0/035	0/143	0/180	0/083	Invested Marketing Assets

The results of multivariate regression analysis in the customer performance dimension of the organization indicate a significant positive effect of marketing knowledge management assets on existing marketing assets and invested marketing assets on the organization's customer performance, as seen in Table 3, R2, 0.472. Therefore, 47.2% of the change in the organization's customer performance is explained by marketing knowledge management assets. According to the data in Table 3 Standard coefficients for all independent variables (B) for existing marketing assets, the standard coefficient is 0.643 and the Sig value is 0.000 for the invested marketing assets, the standard coefficient is 0.143 and the Sig value is 0.035, which in all cases is less than 0.05. Therefore, at the confidence level of 95% of all cases and hypotheses are accepted.
According to Table 3, the regression equation for customer performance of the organization is:Customer Performance = 0.331 + 0.643 (Existing Marketing Assets) + 0.143 (Invested Marketing Assets)

4. Conclusion

The impact of marketing knowledge management assets and capabilities on the performance of the whole organization :

According to the results of the research, there is a significant positive relationship between assets and marketing knowledge management capabilities with organizational performance. Such findings are consistent with the results of other investigations (Muller and Antille, 1987; Holi et al. 1999 Fahey et al. (2000). Different types of marketing knowledge management assets and capabilities have a different effect on the performance of industrial estate companies. In the dimension of knowledge management assets, marketing marketing assets are the most effective variables on The entire business of industrial estates. Existing marketing assets are those assets that have been collected by the company over time (i.e., the distinctive ability to create strategic marketing plan and segmentation, market validation of the quality of products and services, technical capabilities Knowledge of the market and customer skills and knowledge of people, service to customers, and the ability to employ marketing strategies). According to the results, the invested marketing assets of industrial estates companies are the next variable affecting the performance of the whole company (P=0.295). In the dimension of marketing knowledge management capabilities, external capabilities have the greatest impact on the performance of the whole organization (P=0.462) External marketing capabilities of industrial estates companies enable them to better understand and improve strong relations with the external environment enabling internal capabilities of the next variable affecting the The total performance of industrial estates companies (P=0.231) The internal marketing capabilities of industrial estates companies include capabilities for developing and managing integrated marketing plans with marketing mix and capabilities for innovation and improvement in new products.

The Impact of Marketing Knowledge Management Assets and Capabilities on the Market Performance of the Organization :

Based on the results of regression analysis, marketing knowledge management capabilities have a positive significant relationship with market performance of industrial estates companies. Market performance is determined by market share sales volume. These findings are consistent with previous research results (Day) and Winsley 1998; Doyle, 1995; Alavarianta and Friedman 1999; Holly et al., 2003) in the dimension of the impact of marketing knowledge management assets on market performance of industrial estates companies. Existing marketing assets have the greatest impact on market performance. Invested marketing assets are the next effective variable on the market performance of industrial estates companies. According to the results of the test the relationship between marketing knowledge management capabilities on the market performance of industrial estates companies, external marketing capabilities are the most effective variable on the market performance of industrial estates (P=0.484). The external marketing capabilities of industrial estates companies are related to establishing a comprehensive and thorough analysis of the characteristics of the macro-industrial environment through monitoring and understanding these aspects. Such capabilities should be used to improve industrial estates companies to improve Enable new competitive products and the creation of stronger credibility in the market. Internal marketing capabilities are the next effective variable on the market performance of industrial estates companies.

The impact of marketing knowledge management assets and capabilities on the organization's customer performance based on the results of the regression analysis of assets and marketing knowledge management capabilities have a positive significant relationship with customer performance of industrial estates companies. The findings of this research are consistent with previous scientific research results in this field, Holi et al. 2003; Akrush, 2006). According to the results in the dimension of the impact of marketing knowledge management assets on customer performance of industrial estates companies, existing marketing assets have the greatest impact on customer performance of industrial estates companies.

Better customer service Having a distinct knowledge of customers and handling their complaints can increase customer satisfaction and loyalty and attract more customers According to the results of the invested marketing assets have the least impact on customer performance of industrial estates companies (P=0.143) In the dimension of the impact of knowledge management capabilities, marketing on the performance of industrial estates companies, internal marketing capabilities are the most influential variable They are customer service.

In the dimension of the impact of marketing knowledge management capabilities on the performance of industrial estates companies, internal marketing capabilities are the most influential variable on customer performance (0.451). Internal marketing capabilities of industrial estates companies enable them to create value for customers less pricing in the market. External marketing capabilities are the next effective variable on customer performance (P=0.228). Understanding and understanding the needs and desires of customers and building strong relationships with them improves the performance of industrial estates companies. The internal marketing capabilities of industrial estates companies enable them to create value for customers less pricing in the market.

The impact of marketing knowledge management assets and capabilities on financial performance of multivariate regression analysis indicates a significant positive relationship between assets and capabilities of marketing knowledge management with the financial performance of the organization, which is consistent with the findings of previous research in this regard. Barney (1991) December 1994; Fahi 2000; Tanrieverdi, Morgan et al. 2009 As financial performance outcomes are more tangible than other performances, managers pay more attention to the impact of knowledge management assets, marketing existing marketing assets are the most influential variable on the financial performance of industrial estates companies. The results show that accumulation and improvement of industrial estates over time on financial performance, the invested marketing assets have the least effect on the performance of industrial estates (P=0.213).

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