From Marketing Performance to Financial Performance: 
- Some Preliminary Findings

By

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All interested are welcome
Marketing faces the problems of accountability and credibility. To address this urgent issue, marketers are called to demonstrate marketing’s contribution to firm performance. In addition, this research area has not been examined in transition economies. Therefore, the objective of this research is to examine how marketing drives financial performances of Chinese firms. Notably, the empirical results show that marketing performance has a significant impact on firms’ financial performances. However, different marketing performance elements contribute very differently to financial performance.

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