

Identifying customer knowledge management factors with a digital marketing approach in the banking system and presenting a model with a theme analysis approach

Mahmoud Jafari Dehkordi¹, Mahmoud Ahmadi Sharif² , Mehran Keshtkar Haranaki³ 

- 1- Ph.D. Student, Department of Business Management, shahr-e- Qods Branch, Islamic Azad University, Tehran, Iran
2- Assistant Prof, Department of Business Management, shahr-e- Qods Branch Islamic Azad University, Tehran, Iran
3- Assistant Prof, Department of Management, Higher National Defense University. Tehran, Iran

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Abstract

The purpose of this research is to provide a model to identify the role of social communication capital and the ability to take advantage of international business opportunities. The research method is applicable in terms of purpose, mixed (qualitative-quantitative) in terms of execution method, and descriptive-survey in terms of nature and method. The statistical population of the research in the qualitative part includes 17 experts from the country's petrochemical industry, and in the quantitative part, it includes 108 experts from the international trade department of the petrochemical industry; selected by a simple random sampling method. Data collection in the qualitative part was carried out by semi-structured interviews; and in the quantitative part by the questionnaire. Qualitative data analysis was done using the method of theme analysis and coding and MAXQDA software, and in the quantitative part, it was done using SPSS and Smart PLS software. In the qualitative section, 90 open codes and 14 categories were identified. In the quantitative part, confirmatory factor analysis was used to examine the validity of the identified elements and components of the model of the role of social communication capital in the ability to take advantage of international business opportunities in the petrochemical industry. The results of the research showed that the model of the role of social communication capital in the ability to take advantage of international business opportunities in the petrochemical industry has two main factors and their indicators. This model consists of indicators that are the core and heart of this model. Also, the GOF index was obtained 0.44, which indicates the good fit of the model.

Keywords:

social communication, social capital, business opportunities, capability, relational dimension, structural dimension

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Corresponding Author: Mahmoud Ahmadi Sharif

Email: davarichbir@gmail.com

Extended Abstract

Introduction

The variety of needs and demands, and the change in the pattern of production and consumption and, as therefore, life as a result of significant advances in technology have made it impossible to live within the borders of a country, so that internal border relations have turned into international relations in a very broad sense, and even the disappearance of these borders is also expectable. Different nations with different cultures, policies and economic and social conditions need to exchange goods and services to meet their diverse needs. Due to these new conditions and new needs, different societies have started trading with other countries and at this time opportunity have been created to increase commercial activities. Among these opportunities, we can mention export, non-oil export, and joint cooperation (Ahoei, 2019). International business opportunities are the possible opportunities that organizations face due to their presence in foreign markets (Muzychenko, 2008). Various factors can contribute to its non-development. In this research, social communication capital is one of the factors whose role is investigated in using international business opportunities. Social capital or social bonds that are placed in different cultural contexts are important and valuable resources that bring the meaning of identity to people's minds. This type of identity concept will give them a positive emotional experience (Shan & Tian, 2022). Social capital is a comprehensive concept that takes into account the social aspect of human interaction and enables access to the resources of members of the association or network due to their membership in the association (Christy et al, 2022). Social capital refers to the characteristics of social organization such as trust, norms, and networks that can improve the efficiency of society by facilitating coordinated actions (Salisua et al, 2019). Therefore, this research aims to take an effective step in the direction of improving social communication capital and consequently empowering the performance of the country's petrochemical industry. As mentioned, today's organizations are under the influence of factors such as increased global competition, sudden transformations, the need for quality and after-sales services, and the existence of limited resources and under a lot of pressure. After years of experience, the world has come to the conclusion that if an organization wants to be a leader in its economy and business affairs and not lag behind in the field of competition, organizations must be empowered and be able to use this empowerment in line with practical action. Therefore, in this research, we are looking for an answer to this question: how to identify the role of social communication capital and the ability to take advantage of international business opportunities?

Theoretical Framework

Social capital

Social capital refers to features of social organization such as trust, norms, and networks that are able to improve the efficiency of society by facilitating cooperative actions. It is stated that social capital can be simply defined as the existence of a certain set of norms with informal values that the members of a group with cooperation among them, share in it (Alwani, 2015.)

International marketing opportunities

Internationalization is a step-by-step process of international business development, whereby a company is increasingly involved in international business operations through specific products in selected markets. To adapt the organization to the needs and preferences of customers, marketing knowledge is required to be created and disseminated among functional departments within an organization (Muzychenko, 2008). The export company must acquire the necessary and complete knowledge of the international marketing environment in order to

increase the possibility of its success. The marketing environment includes forces that directly and indirectly affect the performance of the organization. For an organization, changes in the marketing environment create uncertainty, threats, and opportunities (Alaghehmand Shandi & Joybari, 2023).

Mahmoudi & Pourshahabi (2023) investigated the effect of the value of financial intelligence on the risk-taking of Zahedan National Bank employees with the mediating role of social capital. Analyzing the model and carrying out structural equations showed that financial intelligence with the mediating role of social capital cannot affect employees' risk taking. Also, the results showed that financial intelligence has a separate effect on the two variables of risk-taking and social capital.

Alaghehmand Shandi & Joybari (2023) investigated ethical challenges and opportunities in international business: a look at ethical values as the most important assets of international businesses. The results show how ethical values can be considered as the most important assets of international businesses. Some of the main ethical barriers in international business include corruption, unfavorable working conditions, and lack of respect for human rights. Also, some of the opportunities in international business include strengthening cultural connections, observing ethical principles in business relationships, and promoting transparency and accountability. Finally, this paper concludes that adherence to ethical values can serve as a competitive advantage for international businesses and help local and global communities to improve.

Research methodology

The research method is applicable in terms of purpose, mixed (qualitative-quantitative) in terms of execution method, and descriptive-survey in terms of nature and method. The statistical population of the research in the qualitative part includes 17 experts from the country's petrochemical industry, and in the quantitative part, it includes 108 experts from the international trade department of the petrochemical industry; selected by a simple random sampling method. Data collection in the qualitative part was carried out by semi-structured interviews; and in the quantitative part by the questionnaire.

Research findings

Qualitative data analysis was done using the method of theme analysis and coding and MAXQDA software, and in the quantitative part, it was done using SPSS and Smart PLS software. In the qualitative section, 90 open codes and 14 categories were identified. In the quantitative part, confirmatory factor analysis was used to examine the validity of the identified elements and components of the model of the role of social communication capital in the ability to take advantage of international business opportunities in the petrochemical industry. The results of the research showed that the model of the role of social communication capital in the ability to take advantage of international business opportunities in the petrochemical industry has two main factors and their indicators. This model consists of indicators that are the core and heart of this model. Also, the GOF index was obtained 0.44, which indicates the good fit of the model.

Conclusion

The current research was conducted with the aim of providing a model to identify the role of social communication capital and the ability to take advantage of international business opportunities. The results of this research are in agreement with the results of Mahmoudi & Pourshahabi (2023), Alaghehmand Shandi & Joybari (2023), Shariatnejad et al, (2023), Tajpor et al, (2022), Troise et al, (2020), Noruzi et al, (2019), and Pinho (2016). Noruzi et al,

(2019) showed that social capital in a specific market and social capital at the international level have a direct and positive effect on taking advantage of business opportunities; on the other hand, social capital at the international level has a positive and meaningful effect on social capital in a specific market.

According to the results of the research, the following suggestions were presented:

Based on the research findings and confirmation of the effectiveness of inter-organizational cooperation, it is suggested that the training of human resources and empowerment in the field of inter-organizational cooperation in the organization should be included in the organization's programs, and increase employees' knowledge of different cultures through training courses and holding scientific meetings and scientific journals and... so that employees believe in it and respect it in the work environment.