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High-Quality Research platform

The Preliminary insights in the marketing literature ~~refers to the activities a company~~ ~~undertakes to promote the buying or selling the product~~ ~~indicate services indicate~~ that flexibility is important in marketing and sales processes and interaction. ~~However, to date, marketing~~ ~~However, marketing includes advertising, sell marketing and delivering~~ ~~products to consumers and other business~~ and sales management literature lacks an understanding of what flexibility in marketing-sales interfaces looks like, its potential organizational consequences, and ~~potential likely boundary~~ ~~frontier~~ conditions. Using data from interviews with marketing and sales managers, this study explores the nature, outcomes and ~~facilitators~~ ~~organizers~~ of flexibility at the marketing-sales interface. This study conceptualizes marketing-sales interface flexibility (MSIF) as a process of flexible cross-functional resource exchange and finds that MSIF has positive organizational outcomes (both in terms of performance and relationship quality), that MSIF is essential for firms when dealing with ~~exigencies~~ ~~demands~~ ~~demand~~ in turbulent environments, and that the utility of MSIF is conditioned by the speed with which MSIF is implemented.

Commented [A1]: Along with language and grammar accuracy, a normal edit ensures enhance usage of punctuation such as placement of commas.

Commented [A2]: The word **indicate services** is not in our dictionary. If you're sure this spelling is correct, you can add it to your personal dictionary to prevent future alerts

Commented [A3]: The word **sell marketing** is not in our dictionary. If you're sure this spelling is correct, you can add it to your personal dictionary to prevent future alerts.

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Commented [A5]: The word **potential** appears repeatedly in this text. Consider using a synonym in its place.

Commented [A6]: The word **exigenciesdemands** is not in our dictionary. If you're sure this spelling is correct, you can add it to your personal dictionary to prevent future alerts.

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