

# MKEIS : Marketing Executive Information System

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## Abstract

Marketing information system( MKIS ) is the complex of man, machine, and procedure for the efficient circulation of information which supports the marketing management. According to the recent research that describes how MKISs are used in the firms, marketers have felt the lack of satisfaction using MKIS. Many firms are not connecting their marketing plans with their enterprise information system plans for competitive advantages. Under the global competition, marketing is a main factor to survive and organizations must form a conclusion of MKIS's operation. Marketing captures information about the external environment in terms of sales forecasts, customer orders, shipments, and product pricing. In an EIS environment, marketing executives need a knowledge of surrounding environmental factors, a vision of their responsibilities, and an initiative to cope with changes. Marketing executives can benefit from employing EIS.

So, MKEIS ( MKIS in terms of the superiorities of EIS's features ) is more appropriate to the satisfactory marketing management. MKEIS has two possible concepts. One is an exclusive information system for marketing executives and the other is a module of the EIS for chief executive officers that deals with marketing internal or external data. In this paper, we suggest the concept of MKEIS, the comparison of MKIS's which are marketing DSS (MKDSS), marketing ES (MKES), and MKEIS. We also develop a prototype MKEIS using an EIS software package.

## 1. 서론

기업들이 치열한 경쟁에서 생존하기 위해 가장 중요한 것은 무엇인가. 올해초에 대통령 자문기구인 21세기 위원회는 2000년대에 현 10대 그룹중 3-4개 그룹이 도태될 것이라고 대통령에게 보고하였던 적이 있다. 사실 10년주기로 10대 그룹중 몇 그룹은 탈락하고 있다. 이러한 상황과 더불어 시장의 성숙과 다양해지는 고객수요에 부응하기 위해 대