

CHAPTER 2 LITERATURE REVIEW

2.1. Theoretical Framework

This section will delve into the literature review of the constructs utilized in the present study. Figure 2.1 illustrates the theoretical framework employed in this research.

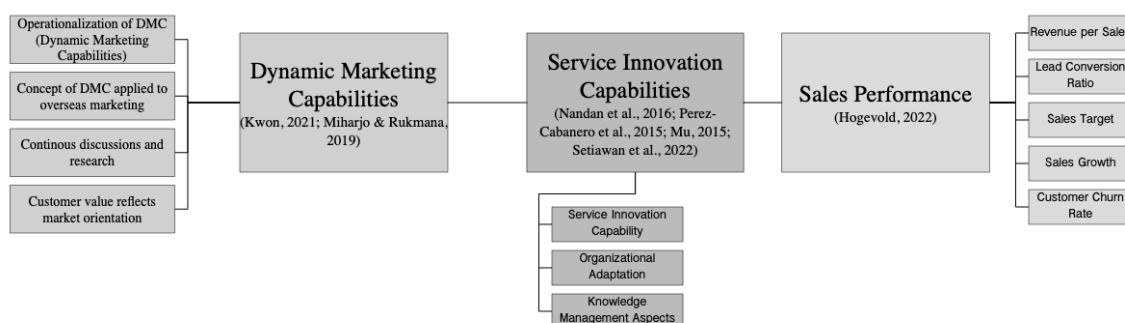


Figure 2.1 Theoretical Framework

The theory related to dynamic marketing capabilities has been explained by (Kwon, 2021; Miharjo & Rukmana, 2019) such as several indicators related to DMC, namely Operationalization of dynamic marketing capabilities (Kwon, 2021), Concept of dynamic marketing capabilities applied to overseas marketing (Kwon, 2021), Continuous discussions and research around the conceptualization and operationalization of dynamic marketing capabilities needed (Kwon, 2021) and Customer value reflects market orientation (Miharjo & Rukmana, 2019). The theory of Service Innovation Capabilities has also been discussed by (NANDAN LIMAKRISNA et al., 2016; Pérez-Cabañero et al., 2015; Setiawan et al., 2022). The indicator of SIC are Service innovation capability (NANDAN LIMAKRISNA et al., 2016; Pérez-Cabañero et al., 2015), Organizational adaptation (Mu, 2015), and Knowledge management aspects (Setiawan et al., 2022). The theory of sales

performance is discussed by (Høgevold et al., 2022) Sales performance indicators are also mentioned in the article, among others Revenue per Sales, Lead Conversion Ratio, Sales Target, Sales Growth, and Customer Churn Rate.

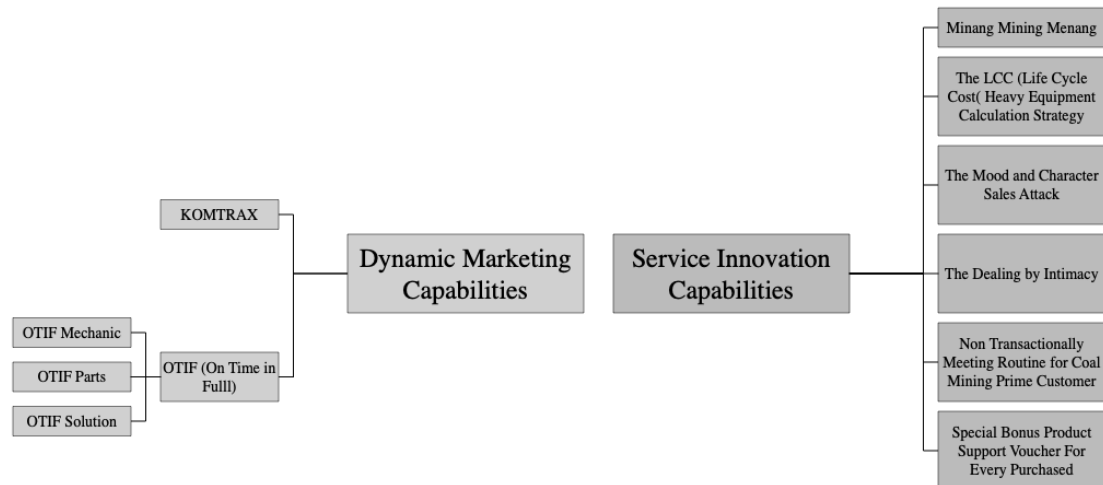


Figure 2.2 Theoretical Framework DMC and SIC

Based on Figure 1.2 explains the DMC implemented at UT Padang, including the use of KOMTRAX application technology and the OTIF (On Time In Full) program which consists of OTIF Mechanic, OTIF Parts, and OTIF Mechanic. SIC is also implemented in UT Padang, including Minang Mining Menang, The Mood & Character Sales Attack strategy, The Dealing by Intimacy Started from the Bottom strategy, The LCC (Life Cycle Cost) Heavy Equipment Calculation strategy, Non Transactionally Meeting Routine for Coal Mining Prime Customer, and Special Bonus Product Support Voucher for Every Purchased.

2.1.1. Sales Improvement Strategy

Sales Improvement Strategy refers to a systematic plan or approach that an organization or business develops and implements to enhance its sales performance and achieve specific sales-related objectives(John et al., 2012). It involves the identification of areas

for improvement, the formulation of strategies, and the implementation of tactics to boost sales revenue, increase market share, or achieve other sales-related goals(Liu et al., 2013).

2.1.1.1. Purpose of Sales Improvement Strategy

The primary purpose of a Sales Improvement Strategy is to enhance the effectiveness and efficiency of a company's sales efforts. Some common purposes of such strategies include(Yi et al., 2019):

1. Increasing Revenue: The most common objective is to increase sales revenue and profitability.
2. Market Expansion: To enter new markets or expand the customer base.
3. Product or Service Promotion: To promote specific products or services more effectively.
4. Customer Retention: To retain existing customers and build long-term relationships.
5. Competitive Advantage: To gain a competitive advantage by differentiating products or services.
6. Cost Reduction: To reduce sales and marketing costs while maintaining or increasing sales.

2.1.1.2. Types of Sales Improvement Strategy

Sales Improvement Strategies can vary widely depending on a company's industry, goals, and market conditions. Some common types of Sales Improvement Strategies include(Lin et al., 2015a):

1. Customer-Centric Strategies

Focusing on understanding and meeting the specific needs of customers to build loyalty and drive repeat sales.

2. Product or Service Innovation

Developing new products or services or enhancing existing ones to attract more customers.

3. Pricing Strategies

Adjusting pricing strategies to increase sales volume or profit margins.

4. Market Expansion

Identifying new markets or segments to target and developing strategies to penetrate them.

5. Sales Team Training and Development

Investing in the training and development of the sales team to improve their skills and performance.

6. Digital Marketing and E-commerce

Leveraging digital channels and e-commerce platforms to reach a wider audience and facilitate online sales.

7. Cross-Selling and Upselling

Encouraging customers to purchase additional or upgraded products or services.

8. Customer Relationship Management (CRM)

Implementing CRM systems to better manage customer interactions and improve customer retention.

9. Sales Process Optimization

Streamlining and improving the sales process for efficiency and effectiveness.

10. Data Analytics and Insights

Using data analytics to gain insights into customer behavior, preferences, and trends, enabling more informed sales strategies.

11. Partnerships and Alliances

Forming strategic partnerships or alliances with other businesses to access new markets or customers.

2.1.2. Coal Mining Sector and Sales Strategy

The coal mining industry is a crucial economic sector, especially in energy and fuel supply. Coal mining involves the extraction and production of coal from natural deposits for use in various purposes, such as power generation, industry, and transportation (Guerin, 2002).

The sector is characterized by a harsh environment, environmental sustainability challenges, as well as fluctuations in global prices and demand (Zhang et al., 2019). The coal mining process involves the use of robust and sophisticated heavy equipment to cope with harsh working conditions and high operational efficiency (B. A. Saputra et al., n.d.).

2.1.2.1. Sales Strategy in the Coal Mining Industry

An effective sales strategy in the coal mining industry is essential to maintain business continuity and customer satisfaction. Some sales strategies that can be applied in this context include (Adwiya et al., 2019):

Comprehensive Solution Delivery: Heavy equipment sales can involve providing comprehensive solutions, including equipment, after-sales service, and technical support. This approach can help customers optimize their operational performance.

Product Adjustment: Adapting heavy equipment products to suit the needs and working conditions in coal mining. It involves special features that can increase efficiency and productivity.

Responsive Customer Service: Offers responsive customer service and timely technical support to resolve operational issues and minimize downtime.

Technological Innovation: Introducing innovative technologies, such as smart sensors and remote monitoring, to improve operational efficiency and optimize equipment usage.

Financial Offerings: Provide flexible financial options to help customers acquire heavy equipment at a more affordable cost.

2.1.2.2. Implications of Sales Strategy in Coal Mining on Differentiation

The implementation of the right sales strategy can create added value for customers in the coal mining industry. In the context of this study, it is important to understand how differentiation strategies in heavy equipment sales can provide a competitive advantage for PT United Tractors (UT) Padang Branch in competing in this sector (Lin et al., 2015b).

2.1.3. Customer Satisfaction and Loyalty

2.1.3.1. Customer Satisfaction: Its Concept and Implications

Customer satisfaction is a key indicator in measuring the extent to which a company's products or services meet customer expectations and needs. Customer satisfaction reflects customer perceptions of product quality, service, price, and overall experience in interacting with the company (Purwati et al., 2020).

Service innovation refers to the development and implementation of new or improved services that meet the changing needs of customers and create value for the organization. In the mining sector, service innovation can involve the development of new technologies, processes, and services that improve the efficiency and sustainability of mining operations. Service innovation capabilities have been shown to have a substantial impact on sales performance in various industries. Studies have emphasized that organizations capable of introducing innovative services and solutions tailored to customer preferences often experience improved customer satisfaction, increased customer retention, and a stronger market position (Goose, 2021).

High customer satisfaction can have positive impacts, such as increased customer loyalty, business regains, and the spread of positive recommendations. Conversely, customer dissatisfaction can result in negative impacts such as loss of business, decreased reputation, and overall financial impact(L. Zhou et al., 2018).

2.1.3.2. Factors Affecting Customer Satisfaction

Some factors that can affect customer satisfaction in a business environment include (Purwati et al., 2020):

1. **Quality of Products and Services:** The quality of products and services that meet or exceed customer expectations can increase satisfaction levels.
2. **Responsive to Problems:** How a company handles customer complaints or problems effectively can have an impact on customer perceptions of service.
3. **Personal Relationships:** Interactions between customers and the company, including communication and friendliness, can contribute to satisfaction.
4. **Availability of Information:** Customers feel more satisfied if they have sufficient access to relevant information.

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5. Punctuality: Timely packing, delivery, and service can affect customer satisfaction.

2.1.4. Customer Loyalty: Its Concept and Implications

Customer loyalty reflects customer loyalty to a brand or company over a longer period of time. Loyal customers are more likely to re-select the same product or service from the company and may even become active supporters by recommending to others.

Customer loyalty can lead to long-term benefits for a company, including more stable revenue, lower customer acquisition costs, and growth potential through customer recommendations.

2.1.4.1. Factors Affecting Customer Loyalty

Some factors that can affect customer loyalty in the context of heavy equipment sales in the coal mining sector include (Dachyar & Manik, 2018):

1. Consistent Quality of Products and Services: Customers tend to remain loyal if they get consistent quality of products and services.
2. Recurring Positive Experiences: Positive experiences in every interaction and transaction can strengthen loyalty.
3. Rewards and Incentives Programs: Special loyalty or incentive programs can encourage customers to remain loyal.
4. Personal Interactions and Relationships: Strong relationships between companies and customers can form strong bonds.
5. Accuracy in Providing Solutions: A company's ability to provide timely and effective solutions to customer problems can shape loyalty.

2.1.4.2. Implications of Customer Satisfaction and Loyalty in the Research Context

In the context of this study, a deep understanding of customer satisfaction and the factors that contribute to customer loyalty is key to understanding the impact of PT United Tractors (UT) Padang Branch 's heavy equipment sales differentiation strategy on the relationship with the customers. By understanding how differentiation strategies can affect customer satisfaction and loyalty, companies can develop more effective and sustainable sales approaches.

2.2. Previous Study Table

Table 2.1 Previous Study

No	Author (s)	Year	Article Title	Variable (s)	Finding
1	Hariandja, E. S., Simatupang, T. M., Nasution, R. A., & Larso, D.	2014	Dynamic marketing and service innovation for service excellence	dynamic marketing capabilities (DMC), service innovation capabilities (SIC).	The study classifies market sensing, market learning, market targeting or positioning as dynamic marketing capabilities (DMC), while sensing, seizing, and transforming are classified as service innovation capabilities (SIC). The study suggests that DMC and SIC have greater synergy when combined to achieve common outcomes, and their integration results in service excellence (SE). The study is grounded based on an extensive synthesis of previous scientific research and industry practices
2	Cao, G., Duan, Y., & El Banna, A.	2019	A dynamic capability view of marketing analytics: Evidence from UK firms	dynamic marketing capabilities (DMC)	The examination of a survey involving 221 managers from UK firms reveals the following: (a) the favorable influence of the utilization of marketing analytics on both the decision-making process in marketing and the management of product development; (b) the impact of the aforementioned aspects on the maintenance of a lasting competitive advantage; (c) the

					consequential influence of the availability of data on both the decision-making process in marketing and the management of product development; and (d) the consequential influence of support from managerial levels on the decision-making process in marketing.
3	Low, S., Ullah, F., Shirowzhan, S., Sepasgozar, S. M., & Lin Lee, C.	2020	Smart digital marketing capabilities for sustainable property development: A case of Malaysia.	dynamic marketing capabilities (DMC)	Drawing on current data and relevant enhancement strategies for the local real estate industry is anticipated to facilitate the emergence of enduring digital marketing trends. This, in turn, will strengthen capabilities and elevate the status of the property development sector in developing nations.
4	Wu, Q., Yan, D., & Umair, M	2023	Assessing the role of competitive intelligence and practices of dynamic capabilities in business accommodation of SMEs.	competitive intelligence, dynamic marketing capabilities (DMC)	This article explores the potential for small and medium-sized enterprises (SMEs) to enhance their dynamic capabilities through the utilization of metrics and knowledge management processes, which include activities such as information planning, collection, analysis, and distribution. More precisely, the study investigates the impact of social media analytics on four key stages of competitive intelligence, aiming to bolster dynamic capacities within manufacturing enterprises. The findings from our research indicate a positive influence of social media analytics on the four stages of competitive intelligence, particularly in the phases of collection and analysis.
5	Ali, H., Hao, Y., & Aijuan, C.	2020	Service Innovation capabilities and small and	Service Innovation capabilities	The primary factors influencing innovation capabilities encompass the presence of ample

			medium enterprises' performance: An exploratory study.		organizational resources, including technological, financial, and human resources, as well as entrepreneurial orientation, knowledge advancement, and external networks. Contextual moderating elements between innovation capabilities and SMEs' performance include internal factors such as the size of the SME, the work experience of SME owner/manager, and entrepreneurial and strategic mindset. External factors involve market dynamism and the maintenance of collaborative strategies with suppliers, customers, agencies, and business partners.
6	Ndubisi, N. O., Dayan, M., Yeniaras, V., & Al-hawari, M.	2020	The effects of complementarity of knowledge and capabilities on joint innovation capabilities and service innovation capabilities: The role of competitive intensity and demand uncertainty.	complementarity of knowledge, joint innovation capabilities, service innovation capabilities	The findings indicate that there are significant and positive connections between the complementarity of knowledge and joint innovation capabilities, as well as between joint innovation capabilities and service innovation. Furthermore, the results reveal a positive and complete mediation effect of joint innovation capabilities on the relationship between the complementarity of knowledge and service innovation.
7	Arias-Pérez, J., Velez-Ocampo, J., & Cepeda-Cardona, J.	2021	Strategic orientation toward digitalization to improve innovation capability: why knowledge acquisition and exploitation through external embeddedness matter.	Service innovation capability	The findings indicate that there are significant and positive connections between the complementarity of knowledge and joint innovation capabilities, as well as between joint innovation capabilities and service innovation. Furthermore, the results reveal a positive and complete mediation effect of joint innovation capabilities on the relationship between the

					complementarity of knowledge and service innovation.
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2.3. Study Difference

Table 2.2 Study Difference

Description	Previous Research	This Research
Variable relationship	Dynamic marketing strategies contribute to service innovation, leading to service excellence (Hariandja et al., 2014). Dynamic capability view of marketing analytics: Evidence from UK firms found that Marketing analytics use positively influences marketing decision-making (Cao et al., 2019). Smart digital marketing capabilities contribute to sustainable property development (Low et al., 2020). Assessing the role of competitive intelligence and practices of dynamic capabilities in business accommodation of SMEs found that Competitive intelligence and Dynamic capabilities practices positively influences business accommodation of SMEs (Wu et al., 2023). Service innovation capabilities positively influence the performance of small and medium enterprises (Ali et al., 2020). The effects of complementarity of knowledge and capabilities on joint innovation capabilities and service innovation capabilities: The role of competitive intensity and demand uncertainty found that Joint innovation	This variable measures the ability of PT United Tractors (UT) Padang Branch to develop marketing strategies that are dynamic and responsive to changes in the industry and market. The mediating variable functions as a mediator in the relationship between the independent variable (Dynamic Marketing Capabilities) and the dependent variable (Service Innovation Capabilities) . This means that these variables can influence or explain how PT United Tractors' dynamic marketing capabilities relate to service innovation capabilities. The dependent variable measures the extent to which PT United Tractors can create and implement innovation in the services they offer to customers in the coal mining sector in West Sumatra.

	capabilities positively influence service innovation capabilities (Ndubisi et al., 2020). Knowledge acquisition and exploitation through external embeddedness mediate the relationship between strategic orientation and service innovation capability (Arias-Pérez et al., 2021)	
Variable Positioning	The study "Dynamic marketing and service innovation for service excellence" explores the relationship between dynamic marketing strategy and service innovation, with the hope of achieving service excellence. In contrast, in the research "A dynamic capability view of marketing analytics: Evidence from UK firms," the variables studied include the use of marketing analytics, marketing decision making, and product development management, with the aim of achieving sustainable competitive advantage. Furthermore, in the research "Smart digital marketing capabilities for sustainable property development: A case of Malaysia," the focus variable is smart digital marketing capabilities, with the desired result being sustainable property development in Malaysia. In "Assessing the role of competitive intelligence and practices of dynamic capabilities in business accommodation of SMEs," the variables studied involve competitive intelligence, dynamic capabilities practices, with the hope of improving business accommodation for MSMEs.	Dynamic Marketing Capabilities are factors that influence Service Innovation Capabilities, while mediating variables such as Regional Economic Trends, Implementation of Government Regulation, and Environmental and Occupational Health & safety act as links that explain how certain factors can moderate or influence the relationship between independent and dependent variables.

	The research "Service Innovation capabilities and small and medium enterprises' performance: An exploratory study" focuses on service innovation capabilities and their impact on the performance of micro, small and medium enterprises. The research "The effects of complementarity of knowledge and capabilities on joint innovation capabilities and service innovation capabilities: The role of competitive intensity and demand uncertainty" includes the variables of knowledge, capabilities, joint innovation, and service innovation, considering competitive intensity and demand uncertainty as moderators . Finally, in the research "Strategic orientation toward digitalization to improve innovation capability: why knowledge acquisition and exploitation through external embeddedness matter," the variables explored involve strategic orientation towards digitalization, innovation capability, and the role of knowledge acquisition and exploitation through external embeddedness.	
Industry	Previous research used DMC and SIC as variables with the industries studied including services, focused on companies in the UK, without specific industrial sectors. Property and property development in Malaysia. UKM or small and medium business sector. Manufacturing or technology sector .	Heavy Equipment specially komatsu in the mining sector

Location	Southeast Asia	West Sumatera, Indonesian
Research Method	Quantitative Method, Mix Method	Mix Method (Quantitative and Qualitative Method)

Studying the relationship between variables such as Dynamic Marketing Capabilities, Service Innovation Capabilities, and mediating variables such as Regional Economic Trends, Implementation of Government Regulation, Environmental and Occupational Health & Safety in the context of the heavy equipment industry, especially with a focus on PT United Tractors, has potential to provide new insights and deeper understanding in this field. Dynamic Marketing Capabilities include the ability to respond to market changes, while Service Innovation Capabilities relate to innovation in services. The relationship between the two can help in understanding how dynamic marketing strategies can drive service innovation and influence customer satisfaction. Meanwhile, mediating variables such as regional economic conditions or government regulations in the heavy equipment industry can influence the dynamics of this relationship. Thus, this research has the potential to provide a valuable contribution in the development of better strategies for PT United Tractors and the heavy equipment industry as a whole in an ever-changing environment. regional economic trends, implementation of government regulation, environmental and occupational health & safety.

2.4. Research Model

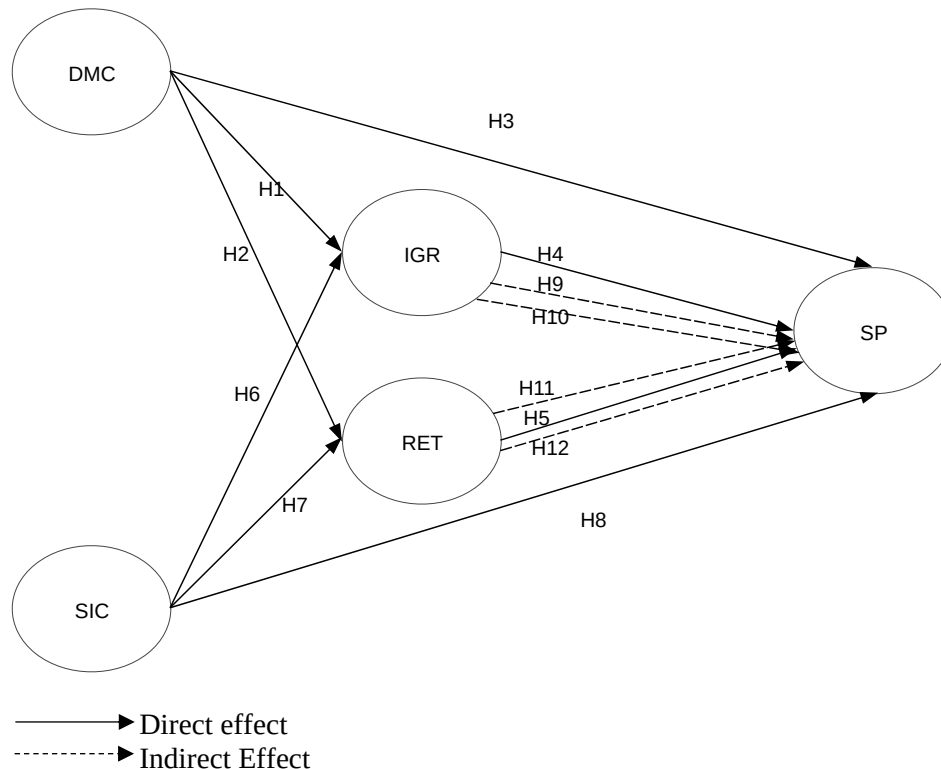


Figure 2.3 Research Model

Independent Variable

Dynamic Marketing Capabilities

Dynamic Marketing Capabilities include an organization's ability to identify, evaluate, and respond to changes in the market and business environment. Dynamic marketing capabilities mediate the relationship between customer knowledge management and organizational innovation. Dynamic marketing capabilities are characterized by the ability to adapt to evolving market trends and effectively identify and capitalize on new business opportunities. This involves the ability to develop adaptive and effective marketing strategies to address customer needs and market changes.

Variable indicators of Dynamic Marketing Capabilities:

1. Operationalization of dynamic marketing capabilities(Kwon, 2021)
2. Concept of dynamic marketing capabilities applied to overseas marketing(Kwon, 2021)
3. Continuous discussions and research around the conceptualization and operationalization of dynamic marketing capabilities needed(Kwon, 2021)
4. Customer value reflects market orientation(Mihardjo & Rukmana, 2019)

Dynamic Marketing Capabilities in this research:

1. Operationalization of Dynamic Marketing Capabilities (Kwon, 2021)

Operationalizing DMC involves translating theoretical concepts into practical actions. In UT Padang's case, this could mean applying DMC principles in their marketing and operational strategies, leveraging KOMTRAX application technology and the OTIF program to adapt to dynamic market conditions and ensure efficient and on-time delivery.

2. The Concept of Dynamic Marketing Capabilities Applied to Overseas Marketing (Kwon, 2021)

The application of the DMC concept to overseas marketing implies that UT Padang may utilize the KOMTRAX and OTIF programs in their international marketing efforts. This may include adapting marketing strategies to suit diverse markets, responding to international trends, and addressing specific challenges in overseas operations.

3. Ongoing Discussion and Research Around the Conceptualization and Operationalization of Dynamic Marketing Capabilities Required (Kwon, 2021)

UT Padang, by combining KOMTRAX and the OTIF program, can be actively involved in ongoing discussions and research to improve the conceptualization and operationalization of DMC. This can include keeping up to date with the latest

technology, market trends, and customer preferences to continuously improve their marketing capabilities.

4. Customer Value Reflects Market Orientation (Mihardjo & Rukmana, 2019):

UT Padang's focus on OTIF (On Time In Full) shows a market-oriented approach. Ensuring timely and complete delivery is in line with market orientation, as it reflects a commitment to meeting customer needs and expectations. The use of KOMTRAX technology can also contribute to understanding customer preferences and market demand, thereby further increasing customer value.

In summary, the implementation of Dynamic Marketing Capabilities at UT Padang, especially through the use of KOMTRAX application technology and the OTIF program, can be seen as a strategic response to a dynamic market environment. This involves adapting marketing strategies, both domestically and internationally, following developments in research and discussions in the field, and prioritizing customer value through market-oriented practices.

Service Innovation Capabilities

Service Innovation Capabilities is an organization's ability to develop, implement and improve innovation in the services offered to customers. This includes developing new service solutions, improving service quality, and responding to changing customer needs.

Variable indicators of Service Innovation Capabilities:

1. Service innovation capability(NANDAN LIMAKRISNA et al., 2016; Pérez–Cabañero et al., 2015)
2. Organizational adaptation (Mu, 2015)

3. Knowledge management aspects(Setiawan et al., 2022)

Service Innovation Capabilities in this research

1. Service Innovation Capability (NANDAN LIMAKRISNA et al., 2016; Pérez–Cabañero et al., 2015)

The strategies implemented at UT Padang, such as "Minang Mining Menang" and "The Mood & Character Sales Attack," are indicative of a focus on service innovation. Service innovation capabilities involve the ability to introduce new and improved services. In this context, UT Padang seems to be innovating in its sales and customer engagement strategies to provide unique and valuable services.

2. Organizational Adaptation (Mu, 2015)

The strategies like "The Dealing by Intimacy Started from the Bottom" and "Non Transactionally Meeting Routine for Coal Mining Prime Customer" may reflect an emphasis on organizational adaptation. Mu (2015) suggests that organizational adaptation is crucial for staying competitive. UT Padang seems to be adapting its approaches, perhaps by fostering close relationships with customers from the ground up and conducting routine non-transactional meetings to better understand their needs.

3. Knowledge Management Aspects (Setiawan et al., 2022)

The implementation of strategies like "The LCC (Life Cycle Cost) Heavy Equipment Calculation" and "Special Bonus Product Support Voucher for Every Purchased" may involve knowledge management aspects. Setiawan et al. (2022) highlight the importance of knowledge management in innovation. UT Padang could be managing knowledge related to life cycle cost calculations and product

support, ensuring that employees have the necessary information for effective implementation.

In summary, UT Padang's implementation of various strategies aligns with the concepts of service innovation capability, organizational adaptation, and knowledge management as discussed in the literature. These strategies indicate a proactive approach to adapting and innovating in the service domain, potentially contributing to the company's overall competitiveness and customer satisfaction.

Mediating Variable

1. Role of Mediating Variables: Regional Economic Trends can moderate the relationship between Dynamic Marketing Capabilities and Service Innovation Capabilities. For example, in a situation when a regional economy is experiencing rapid growth, companies may be more inclined to invest more resources in service innovation to meet increasing demand.
2. Role of Mediating Variables: Implementation of Government Regulations can moderate the relationship between Dynamic Marketing Capabilities and Service Innovation Capabilities. If there are regulations that encourage or limit service innovation in the industry, this variable may influence the extent to which dynamic marketing capabilities impact service innovation.

Dependent Variable

Sales Performance

Sales performance is a performance measure used to evaluate the effectiveness and productivity of sales efforts in achieving sales targets and company goals.

Variable indicators of Sales Performance(Høgevoid et al., 2022):

1. Revenue per Sales: Revenue generated by each member of the sales team.
2. Lead Conversion Ratio: The ratio between the number of leads converted into customers.
3. Sales Target: Sales target that must be achieved by each member of the sales team.
4. Sales Growth: Sales growth over time.
5. Customer Churn Rate: The ratio of customers who stop using a company's products or services.

2.5. Hypothesis

The hypotheses in this study are:

1. H1: Dynamic Marketing Capabilities Affect Implementation Of Government Regulations
2. H2: Dynamic Marketing Capabilities Affect Regional Economic Trends
3. H3: Dynamic Marketing Capabilities Affect Sales Performance
4. H4: Implementation Of Government Regulations Affect Sales Performance
5. H5: Regional Economic Trends Affect Sales Performance
6. H6: Service Innovation Capabilities Affect Implementation Of Government Regulations
7. H7: Service Innovation Capabilities Affect Regional Economic Trends
8. H8: Service Innovation Capabilities Affect Sales Performance
9. H9: Dynamic Marketing Capabilities Affect Sales Performance toward Implementation Of Government Regulations
10. H10: Service Innovation Capabilities Affect Sales Performance toward Implementation Of Government Regulations

11. H11: Dynamic Marketing Capabilities Affect Sales Performance toward Regional

Economic Trends

12. H12: Service Innovation Capabilities Affect Sales Performance toward Regional

Economic Trends