

EVALUATING THE INFLUENCE OF PARTNERSHIP MARKETING ON ORGANIZATIONAL PERFORMANCE: A CASE STUDY OF COPYRIGHT SOCIETY OF MALAWI

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ABSTRACT

This study examines the influence of partnership marketing on organizational performance using the Copyright Society of Malawi as the case study. Partnership marketing involves the strategic collaboration between organizations with the aim of reaching mutually beneficial goals. This study aims to delve deeper into understanding the correlation between partnership marketing and organizational performance in the context of the Copyright Society of Malawi. This study used a mixed-methods approach that incorporated both quantitative and qualitative approaches. The quantitative approach helped in quantifying the financial aspects of partnership marketing initiatives through the financial reports of the Copyright Society of Malawi, while the qualitative approach assisted in gathering data through interviews that were conducted with the key stakeholders. The findings indicated that there is a positive relationship between partnership marketing initiatives such as co-promotion and organizational performance such as revenue growth, brand awareness, cost savings, and customer acquisition. The findings also revealed that co-promotion, as one of the strategies under partnership marketing, is among the most effective approaches that COSOMA has implemented to achieve its specified objectives. Partnership marketing has significantly enhanced COSOMA's cost efficiency, it has also increased their revenue generation, enhancing their customer acquisition and brand visibility. Despite the benefits that COSOMA has experienced through the implementation of partnership marketing initiatives, one of the challenges that was encountered was partnering with organizations that did not prioritize their agreed objectives, and this posed a hindrance towards achieving their set objectives. It was also noted that choosing the right partners is of paramount importance, as failure to do so can be detrimental for the organizations.

Keywords: Partnership Marketing, Copyright Society of Malawi, Organizational Performance, Co-Promotion.

INTRODUCTION

In this 21st century where business landscapes are ever changing, many organizations are facing many challenges that affect their performance (Köylüoğlu et al., 2021). Organizations are forced to implement various

strategies to stay relevant in their respective industries. The arts sector in Malawi is also facing these challenges that negatively affect their performance (Mexon & Kumar, 2020). Due to the uprising of these challenges, many organizations have resorted to partnership marketing as one of the strategic tools to enhance their competitive advantage and overall performance (Kunitzky, 2010). Partnership marketing is a collaborative relationship between two or more companies with the aim of achieving their respective goals and objectives (Kotler &



This paper has objectives related to SDGs



Keller, 2009). It involves reaching mutually beneficial marketing goals such as an increase in the market share, enhanced brand recognition, an increase in profitability, and an increase in customer turnover (Oelwang, 2022).

The Copyright Society of Malawi (COSOMA) is one of the organizations in the arts sector that champions intellectual property rights, particularly copyright, through the promotion and protection of copyright works such as artistic works (music, paintings, films) and literary works (books, poetry). Challenges such as piracy, limited revenue streams, and other copyright infringements affect the performance of the organization. Hence, the organization has incorporated the use of partnership marketing as a way of improving their performance and the well-being of their members, who are the creative authors. This initiative has been implemented in a number of years of the organizations' existence as a way of combating piracy and other copyright infringements and increasing their customer base (Pandey & Pandey, 2015).

Though there are significant benefits of these collaborations between organizations, there is limited research done on the impact of partnership marketing on organizational performance (Laing, 2016), particularly on copyright organizations in developing countries such as Malawi. The researcher conducted this study to evaluate the influence of partnership marketing initiatives on organizational performance metrics such as revenue growth, brand awareness, customer acquisition, and brand equity (Oliver, 1997).

1. Literature Review

This paper focuses on exploring existing comprehensive knowledge on how partnership marketing impacts organizational performance (Lavie, 2007).

Liu et al. (2020) defined partnership marketing as a collaborative approach between two or more firms to achieve common goals and objectives. These objectives may include the sharing of resources, expertise, technologies, and other marketing efforts.

An effective partnership marketing strategy involves leveraging each partner's strengths. Hence the need for a partnership marketing collaboration comes when one

organization realizes the strengths of another organization and how they can accomplish their objectives effectively through the use of the other organization's capabilities and strengths.

It should be noted that a partnership marketing is not a business partnership. While business partnership entails merging of companies or acquiring a company, partnership marketing involves organizations connecting for the purpose of supporting each other's marketing objectives within a specified time.

Partnership marketing is comprised of a number of types, which organizations can choose from depending on what type of objective or goal they would want to achieve. Partnership marketing strategies such as sponsorships, affiliate marketing, distribution, referral, copromotion, product bundling, technology integration, and licensing can be implemented by organizations in order to enhance their organizational performance (Moretti et al., 2019).

According to Porter (1980), organizational performance refers to an organization's ability to achieve its goals and objectives over a specified period. It can be measured using metrics such as revenue growth, profitability, customer acquisition, and brand awareness.

By evaluating partnership marketing strategies such as co-promotion and their influence on organizational performance, organizations and other stakeholders are in a better position to make informed decisions.

2. Research Methodology

2.1 Area of Study

The area of study is the Copyright Society of Malawi (COSOMA) in Malawi, particularly in Blantyre, Lilongwe, and Mzuzu offices. It is a statutory corporation that was established in 1991, and it exists to promote and protect creative works by regulating the copyright law through the issuance of licenses to individuals and companies that use copyright-protected works such as music, books, poetry, and paintings. It also acts as a Collective Management Organization (CMO), whereby it collects the license payments and disburses them as royalties to the creative authors (Ratnawati, 2019). This organization

was chosen because it is one of the organizations that collaborates with other organizations to achieve their various specified objectives. This therefore offers room for research in order to understand the relationship between partnership marketing and its influence on organizational performance (Williamson, 1989).

3. Results and Discussion

The data was collected and analyzed in order to present a holistic view of partnership marketing on organizational performance. Data was collected through a questionnaire as a primary source of data collection and secondary data, which was collected from COSOMA's financial statements for the period relevant to this study. Since the study used a mixed approach, it means the data collected was analyzed through PSPP software and Microsoft Excel as quantitative tools in order to provide the study with various tables and charts such as histograms, pie charts, and bar graphs. Additionally, some of the data was analyzed qualitatively, which provided an overview of the influence of partnership marketing on organizational performance such as revenue growth, cost savings, brand awareness, and customer acquisition. 25 questionnaires were distributed amongst COSOMA's employees, and the financial statements of COSOMA from the financial year 2015 to April 2024 were also used.

3.1 Participants Job Level

The participants of this study were categorized into two job levels, seniors and juniors. This was necessary so as to have a holistic view from senior officers' points of view and junior officers who are all involved in the implementation of partnership marketing strategies at COSOMA. As shown in Figure 1, 40% represented senior officers, while 60% represented junior officers.

3.2 Departments of the Participants

The 25 respondents of the study represented 5 departments at COSOMA, 44% represented those in the licensing department, 12% in the distribution department, 20% in the finance department, 16% in the administration department, and 8% representing the documentation department, as shown in Figure 2.

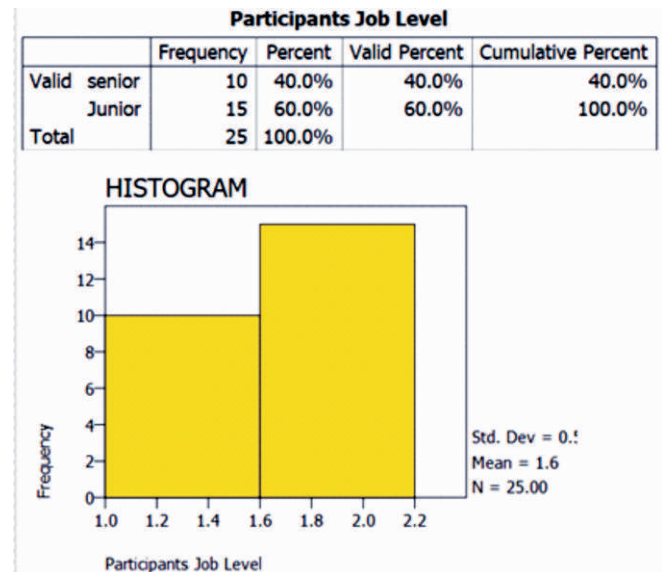


Figure 1. Job Levels of the Participants

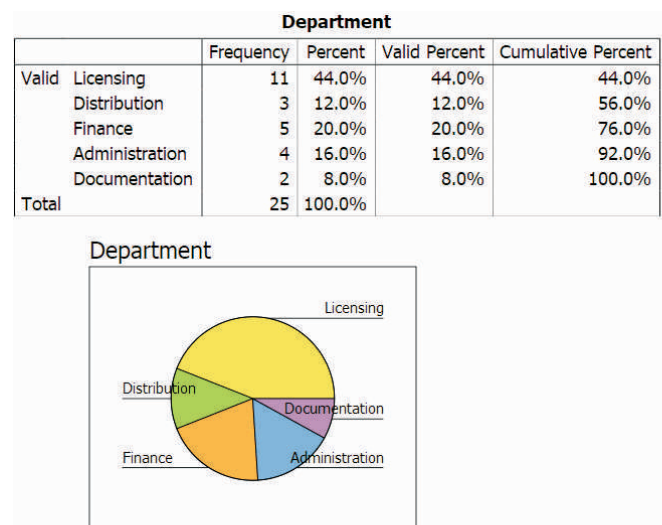


Figure 2. Participants Departments

3.3 Contributions of Partnership Marketing Initiatives to COSOMA's Revenue Growth

Figure 3 shows partnership marketing's contribution to revenue growth. Figure 3 gives a bird's eye view into how the respondents, who are part and parcel of the initiatives that have been implemented at COSOMA, feel if these initiatives have contributed to the growth of revenue after their implementation. 76% of the respondents strongly agreed that partnership marketing initiatives have had a huge impact on COSOMA's revenue growth, and 24% also agreed on the same (Uripi et al., 2021). Additionally,

Contribution to revenue growth				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	19	76.0%	76.0%	76.0%
Agree	6	24.0%	24.0%	100.0%
Total	25	100.0%		

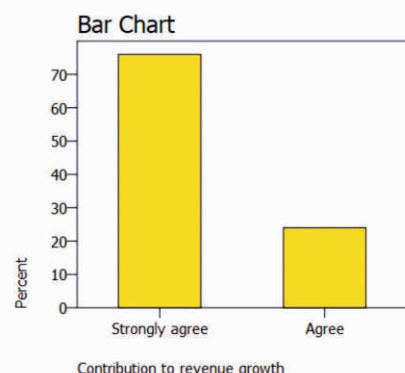


Figure 3. Partnership Marketing's Contribution to Revenue Growth

COSOMA's financial statements were also analyzed in order to provide the study with revenue collections from the year 2015 to 2024, hence providing insights into how partnership marketing has played a role on revenue growth. Table 1 shows these collections.

4. Major Findings

This paper focused on evaluating the impact of partnership marketing on organizational performance in the context of copyright organizations by using the Copyright Society of Malawi (COSOMA) as a case study. The study confirms a significant relationship between partnership marketing initiatives and organizational performance such as revenue growth, customer acquisition, cost saving and brand awareness.

The study has also shown that effective implementation of partnership marketing strategies can increase revenue collection and as COSOMA revenue collections from the financial years 2015 to 2024 April have been provided in the study, it is evident that partnership marketing has a positive impact on organizations (Stremersch & Tellis, 2002).

The study has also revealed that co-promotion is the most effective partnership marketing strategy and that implementation of this strategy has yielded great results for COSOMA. This study has proven to be of paramount importance as it will provide helpful insights that can be incorporated into future partnership marketing strategies

Financial Year	Licence Category	Collections (Malawi Kwacha)
2015/2016	Soft copy (mechanical)	4,129,095.00
	Broadcasting	35,986,836.00
	Reprographic (schools)	27,380,598.51
	TOTAL	67,496,529.51
2016/2017	Soft copy (mechanical)	4,743,110.00
	Broadcasting	48,386,709.00
	Reprographic (schools)	47,080,822.99
	TOTAL	100,210,641.99
2017/2018	Soft copy (mechanical)	4,024,315.00
	Broadcasting	36,609,175.00
	Reprographic (schools)	42,933,080.00
	TOTAL	83,566,570.00
2018/2019	Soft copy (mechanical)	4,066,801.00
	Broadcasting	47,263,769.00
	Reprographic (schools)	44,010,791.00
	Blank media levy	135,999,323.44
	TOTAL	231,340,684.44
2019/2020	Soft copy (mechanical)	3,157,200.00
	Broadcasting	147,047,184.00
	Reprographic (schools)	42,797,707.00
	Blank media levy	973,181,027.00
	TOTAL	1,166,183,118.00
2020/2021	Soft copy (mechanical)	35,856,828.00
	Broadcasting	25,812,584.00
	Reprographic (schools)	43,501,345.08
	Blank media levy	1,584,248,700.75
	TOTAL	1,689,419,457.83
2021/2022	Soft copy (mechanical)	26,737,860.00
	Broadcasting	38,817,000.00
	Reprographic (schools)	37,079,820.00
	Blank media levy	1,463,500,393.01
	TOTAL	1,566,135,073.01
2022/2023	Soft copy (mechanical)	43,743,800.00
	Broadcasting	33,850,931.00
	Reprographic (schools)	47,848,659.67
	Blank media levy	1,746,235,081.09
	TOTAL	1,871,678,471.76
2023/2024	Soft copy (mechanical)	56,937,000.00
	Broadcasting	43,947,681.00
	Reprographic (schools)	91,878,347.34
	Blank media levy	2,494,835,345.88
	TOTAL	2,687,598,374.22

Table 1. Revenue Collections From Year 2015 to 2024

and provide a framework for organizations that are in the similar industry.

5. Suggestions and Recommendations

The study has proven that partnership marketing initiatives are effective in improving organizational performance. Therefore, COSOMA should provide regular training and skill development for their staff on how to successfully handle partnerships.

COSOMA should handle their partners with the utmost care in order to reduce conflicts that may arise in the course of carrying out their duties, as these conflicts may

end in the dissolution of the partnerships.

COSOMA should engage more in partnerships, as they have proven to be beneficial. Being an organization with fewer employees also means the expertise and skills are limited, therefore, they could use partnerships to achieve objectives that they could not if they were to implement them by themselves.

Additionally, they should formulate a comprehensive partnership strategy that they should always follow when they want to engage with other organizations. The strategy should have clear goals, objectives, and what is expected from all the partners.

Conclusion

This paper has shed light on the significant impacts of partnership marketing initiatives on organizational performance in the context of the Copyright Society of Malawi. The findings prove that partnership marketing strategies such as co-promotion can improve organizational performance in areas such as revenue growth, brand awareness, customer acquisition, and cost savings.

The implementation of partnership marketing initiatives can bring benefits such as an increase in revenue collection, reduced costs that the organization could have incurred on its own, an increase in brand awareness, and an increase in customer acquisition.

It should also be noted that challenges such as misalignment of objectives that are to be fulfilled through partnership marketing initiatives as well as choosing a partner who is not as motivated as the organization in achieving the set objectives can affect the organization negatively. Ultimately, addressing the challenges posed by partnership marketing can greatly improve the overall organizational performance, as failure to do so can be detrimental for the organization as the implementation of partnership marketing initiatives needs careful consideration.

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