DETERMINING AND ANALYSING KEY ACCOUNTS IN AN ARAB CONTEXT: EVIDENCE FROM JORDAN

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Abstract

The success and growth of a company depend heavily on its customers, particularly large customers known as key accounts. These accounts create opportunities but also present risks. While they can strengthen the company's market position and profitability, losing one can threaten its survival. Identifying, selecting, and managing key accounts is crucial, especially in competitive markets and for international firms operating abroad. This study seeks to understand the process of determining and analyzing key accounts within KAM programs in the Arab context, where cultural and institutional factors are significant. Our research shows that relying solely on quantitative criteria is insufficient; qualitative factors influenced by the host country’s environment are essential. Using frameworks like A-R-A, Holt & Guesalaga’s three-step process, and Ojasalo’s KAM implementation model, we identify relevant criteria and discuss the implications for foreign firms' strategies, as well as future research directions.

Track: Marketing Strategy and Marketing Mix