Organization Agility Attributes:

1. **Proactiveness**: a firm’s ability to use marketing approaches to anticipate and stimulate demand / This part deals with how the company anticipates and stimulates growth in generating timely demand for their products.
2. **Responsiveness**: an ability to identify changes in demands and market opportunities and respond / is about operational strategies to quickly address unforeseen occurrences which could potentially impact on a company’s businesses in various locations / sensing, perceiving and anticipating changes; immediate reactions to changes; recovering from changes
3. **Speed**: the ability to anticipate and respond to market opportunities and threats rapidly and effectively / the ability to carry out tasks and operations in the shortest possible time
4. **Flexibility**: the ability to efficiently and effectively produce different combinations of products at volumes / the ability to carry out different work and achieve different objectives with the same facilities
5. Culture of change
6. Integration
7. Low Complexity
8. Strategic Sensitivity: the sharpness of perception of, and the intensity of awareness and attention to, strategic developments
9. Leadership Unity: the ability of the top team to make bold, fast decisions, without being bogged down in top-level ‘win-lose’ politics
10. Fluidity of resources: the internal capability to reconfigure capabilities and redeploy resources rapidly
11. **Robustness**: refers to how the company demonstrates resilience to cope with turbulence in the various markets in which it operates
12. Competency: this is an extensive list of abilities that provide a company with productivity, efficiency and effectiveness in achieving its aims and goals (strategic vision; appropriate technology or sufficient technological capability; product/service quality; cost-effectiveness; high rate of introducing new products; change management; knowledgeable, competent and empowered people; operational efficiency and effectiveness; internal or external co-operation; integration)
13. Perceptiveness: a company's ability to quickly identify market opportunities and any threats occurring in the environment (a term near to proactiveness)
14. Intelligence: a company's ability to evaluate favourable situations, make choices, react to them, as well as effectively developing their own resources or obtaining resources from the environment to make a given opportunity available to the company
15. Shrewdness: a company's ability to overcome problems connected with taking advantage of opportunities at the operational level, which includes reconfiguring the resources available as well as initiating and modifying the necessary actions and constantly monitoring their implementation
16. Acuity: involves the ability to quickly observe market opportunities and any threats resulting from the environment as well as being able to classify situations as favourable or unfavourable
17. Resourcefulness: which involves the ability to assess the adequacy of resources and to obtain them from the environment. The ability to identify the necessary resources in order to exploit market opportunities involves assessing the adequacy of a company's own resources (development of existing resources) as well as a possible decision to acquire resources from the environment
18. Strategic Leadership: involves the ability to combine a visionary capacity with operational management; i.e. developing and spreading ideas but also being able to implement those ideas in the company, taking into account their limitations. In other words, this is an integration of philosophical thought (focusing on the overall vision, intuition, beliefs and values) and the reality (tangible and intangible resource constraints) of a company

Marketing Agility:



* Proactiveness as one of the primary attributes of organizational agility needs to forecast the demand of the company, which marketing can help us in this case!
* Based on the below picture agility results in market advantage!  
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* ***Scientists working in this field have still not reached a consensus on the best method for measuring agility***
* The marketing element of the ASF provides a logical and structured approach to help SMEs to become more proactive in their marketplaces (Figure 3). As a first step, an assessment tool is provided, so that managers can assess their marketing capabilities in a non-critical way. This is followed by coaching sessions, to show how a market-oriented approach can provide some degree of control over the company’s future. Once a commitment is made to make the most of marketing, an analysis of the product portfolio is carried out, taking account of company capabilities and constraints. Segments to be targeted are analysed to provide an understanding of customer and competitor forces within the industry, and lists of potential customers are then targeted. Finally, the company is assisted in the launch of the marketing and sales campaign
* Based on a single case analysis, we developed a three-dimensional perspective on marketing agility, i.e., *robustness*, *responsiveness* and *proactiveness* which demonstrates organisational attempt towards achieving agility. The analysis revealed that three components of framework need to operate together in a cycle as evident in BS’ JEE Virtuous cycle, as a much wider cooperation from different stakeholders is required. BS is confident it has agile brand because they confirmed that they believe they have a head start in brands they introduce to the market because of who they are
  + Robustness: Robustness refers to how the company demonstrates resilience to cope with turbulence in the various markets in which it operates
  + Responsiveness: Responsiveness is about operational strategies to quickly address unforeseen occurrences which could potentially impact on a company’s businesses in various locations
  + Proactiveness: This part deals with how the company anticipates and stimulates growth in generating timely demand for their products.
* This study considers agility from a marketing perspective and defines marketing agility as a firm’s ability to proactively anticipate and sense marketing opportunities, and to respond quickly and flexibly to these opportunities to better satisfy customer needs.

**Baraye organizatione agile, marketing bayad che vijegihaii dashte bashe?**

**Manaye organizatione agile ro bebinim manash too zir majmooehaye marketing chie**

**Meaning of organization agility in marketing agility**

**Vaght begirim az 1i 2 nafar az kasaii ke ravesh tahghigh ro daran tadris mikonan, behesh begam ma be hamchin chizi riesidim , azash beporsim raveshe tahghighe dorost chie vase in case**

**Berim forme proposal ro begirim az amoozesh**

**Marketing che capabilityhaii bayad too khodesh dashte bash eke monjar be agilitie sazman beshe**

**dr Khalili!**