

Aspecte specifice ale cercetărilor de marketing în industria de petrol
Specificities of marketing research in oil industry

Asist. univ. drd. Violeta Sima - Universitatea „Petrol-Gaze” Ploiești

As opposed to the information and know-how processes in the marketing area, the marketing research is based on data obtained through the information process, that involves the processing of such remaking date through proper methods in the sight of a objective good ascertainable realization.

The specifically aspects of the industrial marketing research consists of the specifically buyers, products and branching channels.

By the short and average time, the uncertainty is important and leads to the important risks.

Keywords: marketing research, risk, industrial marketing

JEL Codes: M31; P23