Integration of Faith and Learning

Author name

Affiliations

Marketing managers use company resources and bring the product or the services to the market place. They sometimes get a hard environment for these activities. However, they can get success in their business if they show good ethics or morals such as authenticity, strength, courage, truthfulness (Chonko & Hunt, 2018). Christianity teaches these ethics to marketing managers and shapes their vision for marketing efforts. It develops their character and guides them in every decision. For this, there are numerous verses in both the old and New Testament that provide guidance in every decision of the business. This paper will discuss Scripture verse Joshua 1:9 within the context of marketing management and how Christian faith impacts marketing management decisions in Huawei.

Joshua 1:9 also assess the need of having a specific character for marketing managers. It has strong and great words that provide guidance in the tough marketing management environment. The verse states that “Have I not commanded you? Be strong, and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go” (Joshua 1:9; NIV). The verse can be divided into two parts. The first part is containing the words; “be strong and courageous” and directing the top management to remain to pacify in a tough marketing environment. Marketing managers are required to be strong, and courageous and must not fear from any challenge such as competitors or hostile environment. God is always there to protect His people. Therefore, He directed Joshua to have faith in Him and fear not from anything. The same applies in the context of marketing managers and religion provide them support in all their fair decisions.

Recently these virtues from Joshua have been practised by marketing managers of Huawei. The company faced a ban from the US and is now not getting any technology from US companies. This has made the company enter in the cold war as Google has also restricted its access to the Android operating system. However, Huawei marketing managers are not afraid of these restrictions and followed the guidance of Joshua in leading their teams. They have shown faith in these guidelines and have used aggressive strategies outside the USA to increase their customer base. However, within these strategies, they are showing honesty and maintaining the quality in their services.

Moreover, the second part of the verse “Do not be afraid; do not be discouraged” is not only advising people to remain calm but also assures them the positive results that they will get from Him. Therefore, this verse is a source of hope for marketing managers in a tough environment. Huawei marketing managers are facing a risky environment and have followed these teachings that God made to Joshua. They are not terrified or discouraged with the increased rivalry but have taken this teaching as a motivation to make their company progress.

Furthermore, God is also assuring His presence for His followers, “for the Lord your God will be with you wherever you go”. This gives strength to the marketing managers in their efforts and provides them with the solution to their problems in a tough environment. Huawei managers have taken this also as a guide and developing loyalty with their customers so they may not lose them (Zondervan Publishing House (Grand Rapids, 2011). God in Mathew 7:12 provides a golden rule for marketing managers. The verse states, “Do to others whatever you would like them to do to you. This is the essence of all that is taught in the law and the prophets” (Mathew 7:12; NIV). Huawei has followed these teachings and maintained the quality of their services as a strategy to get engaged with the loyal customers (Speakman & Ryals, 2015). It is getting the loyalty and in return providing them quality.

References

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