

RELATIONSHIP MARKETING - THEORETICAL CONSIDERATION

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Abstract:

The purpose of the paper is to propose a set of research perspectives for the relationship marketing theory. A comprehensive literature review is undertaken which entails three different understandings of relationship marketing. First, relationship marketing is considered as a marketing strategy within the unifying theory of the service dominant logic. Second, relationship marketing is presented as the new understanding or paradigm of marketing. Third, relationship marketing theory is correlated and described in the context of postmodernism thought. For each of the three mentioned approaches, the authors propose several research issues that should articulate the structure of relationship marketing theory.

Keywords: *Relationship Marketing, Paradigm, Service Dominant Logic, Postmodernism*

JEL codes: *M30, M31*