

# **Theoretical Framework to Analyze Conflict between Marketing and Operations Strategy: A Product Life Cycle Perspective**

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## **Abstract**

Through this paper an attempt has been made to understand the impact of technological change in terms of product improvement, durability, and reliability, which are intern affected by firm's marketing strategy under competition and its conflict with operations strategy. In order to survive in competitive environment, firms need to keep innovating. However, the continuous cycle of frequent improvement may require a flexible operations strategy, which would increase input costs. Understanding this conflict of making operations flexible, products durable, reliable and competitive, as demanded by the marketing strategy, while keeping the cost low and PLC longer, is the aim of this research work.

**Keywords** Technological change, Marketing strategy, Operations strategy, Product life cycle