Title of Article: Managing Marketing-Physical Distribution Interface Activities in Nigerian Companies: Cooperation or Conflict?

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Outlet: EBSU Journal of Society, Ebonyi State University, Abakaliki, Nigeria Vol. 1 No.3 Date of Publication: 2011

Abstract: The goal of this paper was to examine the problem areas that need to be addressed in coordinating and managing the internal interfaces within companies and to identify principles of the best practice to deal with these problem areas. Specifically, forty interface activities were selected for inclusion in the survey. Respondents were asked to rate each of the activities on a scale of 1 to 5 in relation to the degree to which they perceived cooperation to be necessary. The survey identified areas of cooperation as well as conflict. Results from a study among 41 managers and 85 Marketing and Distribution employees within 11 firms in Lagos state, Nigeria, showed that a sense of rather than conflicts exists between Marketing and Physical distribution managers for the great majority of interface activities. These findings provide guidance to organisations in their efforts to encourage constructive negotiation behaviour between departments.