

The Role of Static, Dynamic, and Adaptive Marketing Capabilities on Firm's International Performance

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Introdução

Much has been written about marketing capabilities and their importance to international performance. Nonetheless, little is known about the interplay between the various types of marketing capabilities and their differentiated effects on international performance.

Problema de Pesquisa e Objetivo

Therefore, our study investigates the interrelationships between static, dynamic, and adaptive marketing capabilities, and their influence on performance in international businesses.

Fundamentação Teórica

Drawing from resource-based view and inside-out/outside-in perspectives of capabilities, literature suggests that each marketing capability has, individually, differentiated effects on firms' performance, but when analyzed together, they reveal renewal characteristics to achieve higher performances.

Metodologia

We have surveyed internationalized Portuguese B2B SMEs. 335 valid responses were analyzed through structural equation modeling, where multiple mediation was included.

Análise dos Resultados

Results revealed that static marketing capabilities have positive effects on international performance, while dynamic and adaptive marketing capabilities enhance international performance by renewing firms' fundamental capabilities.

Conclusão

This study highlights the importance of the interplay of different types of marketing capabilities to enhance firm's international performance. It also advises further research dealing with marketing capabilities to take into consideration the interrelationships between them, explicitly modeling the renewal characteristics of both adaptive and dynamic marketing capabilities.

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