

RELATIONSHIP MANAGEMENT CAPABILITY, OPERATIONAL ADVANTAGE AND FIRM PERFORMANCE: EVIDENCE FROM TOURISM BUSINESSES IN THAILAND

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ABSTRACT

Relationship management capability has become a main strategy that influences firm performance. The purpose of this study is to investigate the relationships among three dimensions of relationship management capability and its consequence: knowledge sharing, inter-organizational exchange, resources, operational advantage, and firm performance. Also, it explores the moderating effects of competitive intensity as the antecedents of relationship management capability in the context of tourism businesses in Thailand. The hypothesized relationships among variables are examined by using ordinary least square (OLS) regression analysis. Relationship management capability has a positive effect on knowledge sharing, inter-organizational exchange, resource reciprocity, operational advantage, and firm performance. Competitive intensity is not a moderator of the relationships among three dimensions of relationship management capability; inter-organizational team experience, trust learning, and technology growth. Additionally, theoretical and managerial contributions, conclusions, and suggestions for future research are also discussed.

Keywords: *Relationship Management Capability, Knowledge Sharing, Inter-organizational Exchange, Resource Reciprocity, Operational Advantage, Firm Performance, Inter-organizational Team Experience, Trust Learning, Technology Growth, Competitive Intensity*