

DYNAMIC MARKETING CAPABILITY AND MARKETING PERFORMANCE: AN EMPIRICAL INVESTIGATION OF TRAVEL AGENCY IN THAILAND

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ABSTRACT

The rapid change of the marketing environments, firms must exploit internal and external resources to create capability of the firms to enhance the competitive advantage. From the marketing view, dynamic marketing capability is important to firm, which can respond to market needs under uncertain situations. This study proposes to investigate the effects of dynamic marketing capability and firm performance. The result from 78 travel agencies in Thailand shows that marketing renewal capability is most positively significant to all consequences. Marketing adaptation concentration has positive influence on customer responsiveness. In addition, best environment learning moderates the relationship between marketing renewal capability and market excellence. However, market turbulence is not moderator of this study. Theoretical and managerial contributions and suggestion the future research are provided.

Keywords: *Dynamic marketing capability, marketing learning orientation, marketing flexibility focus, marketing adaptation concentration, marketing renewal capability, marketing excellence, customer responsiveness, dynamic marketing advantage*