

RELATIONSHIPS BETWEEN ORGANIZATIONAL CAPABILITIES, MARKETING ADVANTAGE, AND FIRM PERFORMANCE

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ABSTRACT

The purpose of this study is to investigate the relationships between organizational capabilities (including network capability, marketing capability, and innovation capability), marketing advantage, and firm performance with a view to proposing some new points of view on managing enterprises. A conceptual model is developed to investigate the effects of network capabilities, marketing capabilities, and innovation capabilities on marketing advantage, and how these affect firm performance. Several specific research propositions are made. Managerial implications, research implications, and future research directions are also discussed.

Keywords: *Marketing advantage, Network capability, Marketing capability, Innovation capability, Firm Performance*