

AMBIDEXTROUS INNOVATION STRATEGY EFFECT ON FIRM PERFORMANCE: INSIGHTS FROM PHARMACEUTICAL INDUSTRY

Anirut Pongklee, Mahasarakham University, Thailand
Sakcharoen Pawapootanont, Mahasarakham University, Thailand

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ABSTRACT

The purpose of this paper is to address the ambidextrous innovation strategy on the role of marketing capabilities; this research combines the dynamic capabilities perspective to explore how ambidextrous innovation strategy affects marketing capability that encourage firm performance. Data for this study are obtained through an interview survey instrument from 104 pharmaceutical firms. The questionnaire is adopted from several previous studies on ambidextrous innovation strategy, and its consequence and antecedence. A pilot test was conducted and necessary modifications were made to the questionnaire. Tests show that the sampling validity is not biased by non-response bias and the measure reliability and validity are acceptable. Furthermore, the multicollinearity is also tested and controlled during regression analysis. The findings show that ambidextrous innovation strategy has accelerated positive effect on marketing capabilities that link to firm performance. The paper's findings contribute to the ongoing dynamic capabilities research by highlighting the important role of ambidextrous innovation strategy in improving the marketing capabilities of firm. More importantly, the findings also indicate that firm concentrations are market scanning orientation and innovative vision focuses that are impact on the formulation and implementation process of ambidextrous innovation strategy.

Keywords: *Ambidextrous Innovation Strategy, New Products/Service Endowment, Marketing Program Attractiveness, Market Responsiveness, Market Scanning Orientation, Innovative Vision Focuses, R&D Collaboration Network Capability, Customer Cluster Heterogeneity, and Firm Performance*