

**MARKETING VALUE CREATION FOR COMPETITIVE ADVANTAGE OF THAI FOOD INDUSTRY**

Somporn Panyindee, Silpakorn University, Thailand  
Viroj Jadesadalug, Silpakorn University, Thailand

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**ABSTRACT**

Based on marketing value creation, contingency theory and resource based view, this study aims to examine internal environmental factors of a corporation including vision for change, corporate culture, structural flexibility, technological capability, and human resource management. Competitive advantage and firm performance are dependent upon each other. Marketing value creation is a mediator. In addition, demand uncertainty and competitive intensity are moderators as external environment factors. This study concludes that the internal environment factors influence marketing value creation. The external environmental factors benefit a firm and create a competitive advantage. Moreover, a firm seeks efficiency. Entrepreneurs know marketing value creation approach to develop production and marketing for a competitive advantage. Theoretical contributions can be implemented by collecting data for future research.

Keywords: *Marketing value creation; Competitive advantage; Competitive intensity; Demand uncertainty*