

The Influence of Consumer and Brand-Oriented Capabilities on Business Performance in Young Firms: A Quantitative Causal Model Analysis

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Abstract : Customer and brand-oriented capabilities have been identified as key influencing capabilities for business performance. Especially in the early years of the firm, it is crucial to develop and consciously manage these capabilities. In this paper, the results of a quantitative analysis, investigating the causal relationship between customer- and brand-oriented (marketing) capabilities and business performance will be presented. The research displays the dependencies between the constructs and will provide practical implications for young firms in the acquisition and management of these capabilities.

Keywords : brand-oriented capabilities, customer-oriented capabilities, entrepreneurship, resource-based theory, young firms

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