

Dynamic Marketing Capabilities; From Marketing to Product Development and Technological Change: An Exploratory Study of Independent Companies of the Swiss Luxury Watchmaking Industry

Authors : Maria Bashutkina

Abstract : In seeking to identify marketing factors that influence company's performance, product management as well as new technology configuration, this study adopts resource based theory and applies it to the Swiss watchmaking companies. This paper presents results of qualitative research based on semi-structured interviews with CEO and marketing managers among watchmaking companies. This paper provides empirical evidences illustrating the link between the use of dynamic marketing capabilities and competitive advantage. We also present a set of propositions that outline how dynamic marketing capabilities could benefit product management and technological change in the Swiss independent watchmaking company, revealing competitive advantage in the highly competitive and turbulent market.

Keywords : dynamic marketing capabilities, luxury marketing, resource based theory, product management, Swiss watchmaking

Conference Title : ICSRD 2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020