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Título:

“Relationship capabilities and marketing innovation as sources of value creation and how this impacts competitiveness”

Ponente:

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Lugar e hora:

Aula-Seminario 6

15:00 h

Organiza:



<http://seminariodeeconomia.webs.uvigo.es/>

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Relationship capabilities and marketing innovation as sources of value creation and how this impacts competitiveness

Purpose: Managerial capabilities in customer relations and translating customer needs into marketing innovation are two key aspects in value creation. When combined, they can improve a firm's competitive position, not only in terms of profitability but also by reducing costs and promoting the use of technology. The purpose of this article is to analyze the link between managerial relational capability plus marketing innovation and value creation, and the consequent impact of value creation on competitiveness.

Design/Methodology/Approach: We analyze 450 SMEs in the furniture industry in the metropolitan area of Guadalajara (México). To this sample we apply a structural equation model to analyze the impact of management sensitivity to customer relations and of marketing innovation on value creation and to determine how the latter affects competitiveness.

Findings: The results show that management sensitiveness to customer relations and converting it into specific marketing measures has a positive effect on value creation, and on financial performance, cost optimization and the use of technology, which are used as indicators of competitiveness.

Originality/Value: The study covers value creation in an emerging economy, that of Mexico, and relates it to business competitiveness from a holistic point of view which goes beyond profitability by also including cost reduction and the use of technology.