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Market Orientation and Marketing Capabilities

Marketing Capabilities

The linear relationship between marketing capability and firm performance is positive ($r = .35$) and stronger than those for R&D ($r = .28$) or operations ($r = .21$) capabilities.

<i>Evidence base</i>	114 studies reporting 786 effect sizes
<i>Managerial implications</i>	Increase in marketing capability is associated with stronger improvement in firm performance than increases in operations capability and R&D capability.
<i>Contributors</i>	Alexander Krasnikov, George Washington University, and Satish Jayachandran, University of South Carolina
<i>Reference</i>	Krasnikov, Alexander, and Satish Jayachandran (2008), "The Relative Impact of Marketing, Research-and-Development, and Operations Capabilities on Firm Performance." <i>Journal of Marketing</i> 72 (4), 1–11
