

How to Be Proactive? High-Performing Configurations of Proactivity and Market Strategies

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Abstract

Research into market orientation and market shaping shows the potential of proactive firm behavior in achieving superior firm performance. However, these rely on an implicit definition of proactivity, making it difficult to understand the exact role of proactivity in strengthening performance. This study will investigate the role of proactivity in enabling superior firm performance through firms' market strategies, i.e. understanding how proactive market strategies create success. First, proactivity is delineated into three proactive characteristics: being future-oriented, taking the initiative, and creating change, thus providing a more nuanced view. By using fuzzy-set qualitative comparative analysis, this study then will investigate the configurations of different forms of proactivity and market strategies that consistently lead to high performance. Thus, the study will provide a starting point for future studies into the impact of proactivity in strategic marketing.

Keywords: *proactivity; strategy; fsQCA*

Track: Marketing Strategy & Theory