

Competitive Advantage through Collaborative Marketing Capability

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Abstract

This study aims to better explain how marketing capabilities can benefit from a combined perspective of Resource-based view (RBV), dynamic capabilities (DC) and service-dominant logic (SDL) perspectives in the achievement of competitive advantage. SDL maintains that, in a business relation, all actors are active in their roles, integrating multiple resources for their own benefit and for that of others and these resources can be beyond company. RBV and DC allies to that, contemplating that firms may orchestrate an idiosyncratic resource integration, and competitive advantage can be achieved through stakeholders' engagement into this process. An exploration of capabilities necessary to successful integration of resources and promotion of stakeholders' engagement in the process indicates the need of dynamic collaborative capabilities development. Dialog, access, risk assessment, and transparency represent some collaborative initiatives firms may adopt.

Keywords: *service-dominant logic; resource-based view; dynamic capabilities*

Track: Marketing Strategy & Theory