

Customer relationships capabilities, product development capabilities and export performance

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Abstract

Customer relationships are important resources for export firms. Customer relationship capabilities (CRC) enable firms to develop and maintain relationships with export customers as well as understand their requirements. However, current research does not figure out the underlying mechanism of how CRC contribute towards a better performance. By using a sample from Chinese exporters, this research identified the mediating role of dynamic product development capabilities on the link between CRC and export performance. Moreover, this research found that the impact of CRC on the development of PDC is stronger when the external uncertainty about the export market is greater.

Keywords: *Customer Relationship capabilities; Product Development Capabilities; Export Performance*

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