

# A systematic review of dynamic capabilities research in international marketing: Methodology, theory and nomological network

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## **Abstract**

This study systematically reviews research on dynamic capabilities in international marketing literature along its methodological, theoretical, and empirical characteristics, while it also identifies problematic aspects and gaps that could be addressed by future research. The review covers 97 articles published between 2001 and 2022.

Methodologically, the literature is dominated by single-country studies conducted mostly in Asia and Europe on a cross-section of industries, mostly adopting survey-based approaches with a cross-sectional time emphasis. Theoretically, dynamic capabilities theory is mainly accompanied by resource-based view, followed by institutional-, organizational learning-, and internationalization theories. According to the nomological network, dynamic capabilities are linked mostly to organizational factors as antecedents and to performance as outcome. Several problematic issues and gaps for each part of the review are diagnosed inspiring future research.

**Subject Areas:** *Cross-cultural and International Marketing, Marketing Strategy*

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