

The Role of Relational Capabilities in Technological Breakthroughs

Kyriakos Kyriakopoulos

ALBA GBS

Matt Hughes

School of Business and Economics / Loughborough University

Paul Hughes

Leicester Castle Business School

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Abstract

While relational capabilities are the cornerstone of modern marketing practice and theory, there are conflicting claims about their value for technological breakthroughs. Our goal is to explore this conflicting role of market relating capabilities in technological breakthroughs. We explore the impact of two relational capabilities (Channel Management and CRM capabilities) on the technological radicalness of new products. The results show that channel management capabilities reduce while CRM capabilities foster the technological radicalness of new products.

Keywords: *Relational Capabilities, technological radicalness; technological radicalness; high-tech B2B industries*

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