

# Dynamic capability and festival vendors: The role of human and technological capital

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## **Abstract**

Recent reviews of research into dynamic capability within the festival context have highlighted several enduring gaps. Among these is the lack of empirical investigation of the internal resources held by festival vendors. As dynamic capability relies on both human and technological capital, with each shaping internal resources, it can be assumed that internal resources may stimulate dynamic capability. Hence, this study assessed how human and technological capital lead to the three dimensions of dynamic capability and subsequent comparative advantage. Thus, based on a survey of 195 festival vendors, this study applies fsQCA in order to identify the configurations of human and technological capital that lead to dynamic capability and comparative advantage. The findings thus extend extant understanding of the role human and technological capital play in translating the benefits of internal resources into comparative advantage of vendors in the Cappadox festival context in Turkey.

**Keywords:** *Dynamic capabilities; Internal resources; Comparative advantage*

**Track:** Tourism Marketing