

# THE NEXUS OF MARKET ORIENTATIONS AND HIGH-PERFORMANCE WORK PRACTICES IN SERVICE CUSTOMISATION ABILITY

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## **Abstract**

This study investigates the relational dynamics between marketing and management disciplines. The social exchange theory was applied to develop and test a conceptual model that links FLE's marketing orientation, HPWPs and service customisation. This study serves the management literature in identifying a pertinent set of HPWPs to improve FLEs' service customisation. Understanding of FLEs' perceptions and responses to the selected orientations and HR practices are prerequisites to improving the knowledge about the contributions of marketing to service effectiveness through service customisation. Data was collected from 326 FLEs in the hospitality sector. Hierarchical multiple regression analysis was performed to shed light on the existing ambiguity in the marketing and management literature to identify whether HPWPs influence FLEs' service customisation or if it is driven by orientations. The results suggest investing in HPWPs, but the primary focus should be on FLEs orientations to enhance service customisation. Given that measures have robust psychometric properties, these findings have significant theoretical and managerial implications.

**Keywords:** *Marketing Orientations; High Performance work Practices; Service Customization*

**Track:** Services Marketing