

Agile Mindset and Agile Slack: Impact on Marketing Effectiveness And International Performance

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Abstract

There is growing recognition that agility, the ability to respond quickly to shifts in markets, is an important capability. We argue that agility is more than a capability and therefore should be investigated from a broader perspective. Agility should be seen as a set of agile resources that collectively and effectively translate marketing strategies into actions. From a resource based-view perspective, the current study offers insights for the international marketing literature by introducing an agile mindset and agile slack as new antecedents of marketing effectiveness. An agile mindset is the inclination and ability to continually seek and update novel management perceptions, while agile slack is the ability to utilize resources quickly. An analysis of data from 179 managers shows that an agile mindset drives marketing effectiveness and agile slack and, to a lesser effect, enhances performance. In addition, agile slack drives marketing effectiveness and performance. Finally, marketing effectiveness increases international performance. This study extends the concept of agility to the international marketing ecosystem.

Keywords: *Agile mindset; Agile slack; Marketing effectiveness*

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