

# Reconceptualizing Digital Marketing Capabilities: A Systematic Literature Review

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## **Abstract**

IT-based technological advances have altered the marketing landscape and forced many firms to adapt to these changes by investing in digital marketing transformation. However, many firms are in the earlier stages of the process. In this study, we claim that digital marketing capabilities (DMC) are the key factor for firm success in this increasingly disruptive business environment. Given that prior research has investigated DMC either in isolation or in a context-dependent manner, we aim to provide a more thorough conceptualization by revising the construct through a systematic literature review that integrates studies from marketing, information systems, and strategic management domains. Additionally, building on resource-based theory and dynamic capabilities, we depict the interrelationships among resources and capabilities that constitute DMC. The current research provides a guideline for marketers in building or honing DMC to survive in this highly complex digital climate.

**Keywords:** *Digital marketing; Marketing capabilities; Systematic literature review*

**Track:** Marketing Strategy & Theory