

# Measuring the effects of organizational ambidexterity and co-creation on organization performance. Does the size matters?

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## **Abstract**

Organizational ambidexterity is a significant research domain in the management literature, but little is known about its effects on marketing theory. Marketing studies that relate organizational ambidexterity with co-creation and service-dominant (S-D) logic are absent. This study examines the effects of organizational ambidexterity and organizational co-creation on organizational performance. Moreover, it analyses if the impact of organizational ambidexterity on organizational co-creation is different in small and medium-sized enterprises (SMEs) and Large companies. The conceptual model was tested with survey data from 324 companies. Major findings reveal a positive effect of organizational ambidexterity on organizational co-creation, with the outcome being significantly higher in Large companies than in SMEs. Moreover, the impact of organizational ambidexterity on performance is mediated by organizational co-creation.

**Subject Areas:** *Business-to-Business Marketing, Organization Behavior*

**Track:** Business-To-Business Marketing & Supply Chain Management