Big Data Analytics Capability, Marketing Agility, and Firm Performance: A Conceptual Framework

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Abstract

This study proposes that the proficient use of big data enables organizations to respond swiftly to market opportunities and threats, leading to positive business outcomes. Drawing on research from marketing, information technology, and management, the study builds a conceptual framework that outlines the relationships between big data analytics capability, marketing agility, and firm performance, and pinpoints the contingencies that shape these relationships. This study addresses the gaps in previous research by examining nuanced mechanisms and external contingencies related to the interplay between big data usage and agility. We propose that the impact of big data resources on agility is contingent on the market environment, industry's technology intensity, and regulatory environment. While highlighting the importance of agility in harnessing big data for firm success, the study offers avenues for further research and valuable insights for managers looking to invest in big data.

Subject Areas: *Decision-Making, Decision Support Systems, Information Processing, Market Analysis and Response, Marketing Strategy*

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