

Exploring value cocreation impact on marketing performance: Value cocreation orientation, responsive and proactive market orientation and marketing functional power

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Abstract

Due to a lack of empirical evidence, we ignore which are the performance outcomes of implementing value cocreation principles in marketing practice. In this research, we conceptualize value cocreation as a strategic orientation that guides firm's conduct of marketing and that is manifested in unique managerial behaviors and mindset. We examine value cocreation orientation (VCCO) within a comprehensive model that illuminates the organizational context enhancing its outcomes, including responsive market orientation, proactive market orientation, and the functional power of marketing. Drawing on two surveys of French marketing managers, which we analyzed through PLS-SEM, our results show that VCCO (1) has a significant effect on performance, (2) mediates the relationship between both responsive and proactive market orientations and performance, (3) exerts an effect which is positively moderated by the functional power of marketing.

Keywords: Market orientation; Functional power of marketing; Strategic orientation.

Track: marketing strategy & theory