

Cross-Channel Integration and Myopic Marketing Management: Implications for Retailer Performance in Omni-channel Retailing

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This study examines how a company's managerial orientation—specifically, myopic marketing management—moderates the effects of cross-channel integration on retailer performance. Cross-channel integration has garnered significant academic and managerial attention as a critical enabler of omni-channel retailing. While its positive impacts have been well-documented in existing literature, its nuanced effects by firm or operational characteristics have also been identified. Using panel data from the Japanese retail market, this study demonstrates that cross-channel integration positively influences sales; however, this effect is diminished in firms exhibiting myopic marketing management. These findings underscore that the effectiveness of cross-channel integration depends on firm-level orientations, particularly myopic marketing management. Since the moderating roles of firm-level orientation have not been fully clarified, this study extends the arguments on omni-channel retail management.

Keywords: *Omni-channel retailing, Cross-channel integration, Myopic marketing management*

Track: *Retailing & Omni-channel Management*