

Reacting to market conditions, or shaping them instead? Analyzing the fundamental outcomes of market-driving strategy.

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### **Abstract**

The present research probes the concept of market-driving strategy. Market-driving strategy reflects a company's ability to fundamentally change the conditions of an industry, and to influence the "status quo" of a sector. Albeit its importance, market-driving strategy has been under-investigated, while quantitative research exploring its dynamics has been scant. Responding to this research gap, the current study is the first one to thoroughly analyze the principal outcomes of market-driving strategy. Conducting a national survey on a sample of 197 firms, it is evidenced that market-driving strategy triggers financial performance, customer performance, organizational reputation, competitive advantage, radical innovation and incremental innovation.