

Linking strategic agility to foreign customer experience innovation in international business ventures: The moderating role of digital marketing capabilities & technological sophistication

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Abstract

This study examines the role of strategic agility on influencing customer experience innovation in foreign markets. Using data collected from Nigerian SMEs that engage in international business activities, we provide empirical evidence for the positive impact of strategic agility on customer experience innovation. Using hierarchical regression analysis, we find that this positive impact is enhanced when a firm possesses strong digital marketing capabilities. The impact of strategic agility on customer experience innovation diminishes at high levels of firm technological sophistication. This unexpected finding suggests that technologically sophisticated firms base their success on their ability to introduce cutting-edge innovations that disrupt existing business models.

Keywords: *strategic agility, foreign customer experience innovation, international business ventures.*