

# Customer Knowledge Asset in B2B-companies – Conceptualization and a typology of attributes

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## **Abstract**

Digitalization and the use of AI-applications provide B2B-companies with unparalleled opportunities to develop competitive advantage based on their customer data, information and knowledge (CK). Anchored to the marketing-specific application of resource-based view, this paper develops the concept of Customer Knowledge Asset (CKA) and reviews over 25 years of empirical B2B-research in leading marketing journals through this concept. By examining how CKA has been measured and observed in both qualitative and quantitative marketing research, we identify nine attributes of this asset. We propose that these attributes can be used for assessing the variations in CKA within and between organizations, and thus advance the understanding of market-based resources as a source competitive advantage.

**Subject Areas:** *Business-to-Business Marketing; Decision-Making; Information Processing; Inter-organizational Collaboration*