



IMPACT OF MANAGEMENT CAPABILITIES AND ENVIRONMENTAL DYNAMISM ON NIGERIAN SMEs MARKETING INNOVATION PERFORMANCE

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ABSTRACT

As Small and Medium Enterprises (SMEs) globally are faced with challenge of globalization, managers have to develop the essential management capabilities that can help stimulate marketing innovation performance of their business enterprises. In line with Resource-Based View (RBV) and Dynamic Capability View (DCV), the study examined the relationship between marketing knowledge management, innovation process, learning capability and Nigerian SMEs marketing innovation performance. Accordingly, the study examined the moderating influence of environmental dynamism on the constructs. Consequently, the study developed a research framework and postulated six research hypotheses on the impact of marketing knowledge management, innovation process and learning capability on marketing innovation performance of Nigerian SMEs, as well as the moderating influence of environmental dynamism. The study adopted cross-sectional survey design in collecting responses from 225 owners/managers of SMEs in Katsina State, Nigeria. The study utilized SPSS in the data analysis, and as expected, H1, H2, H4, H5 and H6 were supported. While, H3 has no statistical support. Therefore, marketing knowledge management and innovation process were significant predictors of SMEs marketing innovation performance. In contrast, learning capability has no significant influence on marketing innovation performance. Interestingly, environmental dynamism exerted significant moderating influence on the relationship between marketing knowledge management, innovation process, learning capability and marketing innovation performance. From the research findings, the study concluded that managers of SMEs need to use resources deployment capabilities as strategic mechanism for improved marketing innovation performance.

Keywords: Management capabilities, environmental dynamism, marketing IP.