

Innovation and commercialisation

Mostafiz, MD Imtiaz; Ahmed, Farhad Uddin; Ibrahim, Fahad; Tarba, Shlomo

DOI:

[10.1108/IMR-10-2022-0241](https://doi.org/10.1108/IMR-10-2022-0241)

License:

Creative Commons: Attribution-NonCommercial (CC BY-NC)

Document Version

Peer reviewed version

Citation for published version (Harvard):

Mostafiz, MDI, Ahmed, FU, Ibrahim, F & Tarba, S 2023, 'Innovation and commercialisation: the role of the international dynamic marketing capability in Malaysian international entrepreneurial firms', *International Marketing Review*. <https://doi.org/10.1108/IMR-10-2022-0241>

[Link to publication on Research at Birmingham portal](#)

General rights

Unless a licence is specified above, all rights (including copyright and moral rights) in this document are retained by the authors and/or the copyright holders. The express permission of the copyright holder must be obtained for any use of this material other than for purposes permitted by law.

- Users may freely distribute the URL that is used to identify this publication.
- Users may download and/or print one copy of the publication from the University of Birmingham research portal for the purpose of private study or non-commercial research.
- User may use extracts from the document in line with the concept of 'fair dealing' under the Copyright, Designs and Patents Act 1988 (?)
- Users may not further distribute the material nor use it for the purposes of commercial gain.

Where a licence is displayed above, please note the terms and conditions of the licence govern your use of this document.

When citing, please reference the published version.

Take down policy

While the University of Birmingham exercises care and attention in making items available there are rare occasions when an item has been uploaded in error or has been deemed to be commercially or otherwise sensitive.

If you believe that this is the case for this document, please contact UBIRA@lists.bham.ac.uk providing details and we will remove access to the work immediately and investigate.



Innovation and commercialisation: the role of the international dynamic marketing capability in Malaysian international entrepreneurial firms

Journal:	<i>International Marketing Review</i>
Manuscript ID	IMR-10-2022-0241.R1
Manuscript Type:	Original Article
Keywords:	International dynamic marketing capability, International networking, commercialisation, international performance

SCHOLARONE™
Manuscripts

Innovation and commercialisation: the role of the international dynamic marketing capability in Malaysian international entrepreneurial firms

Abstract:

Purpose. This study investigated how international entrepreneurial firms (IEFs) successfully commercialise innovative products/services internationally. In doing so, the authors examined the role played by the international dynamic marketing capability (IDMC) in the relationship between explorative and exploitative innovation and commercialisation. In addition, the authors also evaluated how the breadth and depth of international networks facilitate IEFs in upholding the effects of the IDMC to influence commercialisation.

Design/methodology/approach. To test the research model, structural equation modelling is used based on time-lagged survey data drawn from 201 Malaysian IEFs. To validate the results, additional robustness tests and endogeneity analyses have been performed.

Findings. The findings show that the IDMC positively mediates the relationship between explorative and exploitative innovation and commercialisation. Furthermore, the finding exhibits that the effects of the IDMC on commercialisation are positively moderated by the breadth and depth of international networks.

Originality. Given the fragmented and general nature of the extant marketing research on the IDMC, the study contributes to the international marketing literature by providing rich and nuanced pertinent knowledge. This study advances dynamic capability theory in relation to IEFs by establishing the IDMC as a functional capability suited to enable them to successfully commercialise the products/services resulting from explorative and exploitative innovation.

Keywords: international dynamic marketing capability; international entrepreneurship; commercialisation; breadth and depth of international network.

Introduction

Why do some products with immense potential fail to succeed in the global market? Not because of inadequate innovation or hefty competition, but due to ineffectual marketing strategies. While Apple's 'iPod' was highly successful in the market, Microsoft's 'Zune' was not. Firms typically invest a significant amount of resources into product/service development; however, a lack of effective marketing capabilities can cause them to fall into failure traps—a cycle whereby any explorative and exploitative innovative efforts are doomed to fail due to the inability to successfully commercialise the resultant products/services—ultimately yielding disastrous results

1
2
3 (Kalaiganam et al. 2021, Weaven et al. 2021). Therefore, an immersive marketing capability is
4 paramount to the successful international commercialisation of products/services (Gnizy 2019).
5
6

7
8 Despite the growing interest in marketing capabilities found in the international marketing
9 literature, questions regarding “*the extent to which conceptual and empirical approaches to*
10 *studying marketing capabilities in the international context differ—and should differ—from those*
11 *in domestic market contexts*” remain unanswered (Morgan, Feng and Whitley, 2018, p. 61).
12
13 Therefore, the aim was to unveil the mechanism through which the international dynamic
14 marketing capability (IDMC) affects the relationship between the commercialisation of
15 products/services and any explorative and exploitative innovation enacted by international
16 entrepreneurial firms (IEFs). In so doing, this study tackled several critical knowledge gaps in the
17 literature and made significant contributions. First, rather than the marketing capability—which
18 only focusses on market sensing, expenditure, customer needs, and trends (Mu 2015)—the authors
19 took the IDMC as the vantage point. The argument posits that the IDMC differs from its domestic
20 counterpart and enables the performance of cross-functional international business processes with
21 the aim of generating value and meeting customer needs while prioritizing responsiveness and
22 efficiency (Fang and Zou 2009). While the existing literature (e.g., Falasca et al. 2017, Hoque et
23 al. 2021, Mitreğa 2019, Menguc and Auh 2006) has paid attention to the dynamic marketing
24 capability (DMC) concept, its international perspective has been hitherto disregarded (Gnizy
25 2019), leading to knowledge gaps in regard to its various applications in international contexts. In
26 addition, the outcomes of the existing research may lack relevance because it has failed to consider
27 the context in which dynamic capabilities operate (Lessard et al. 2016, Zahra et al. 2022). The
28 study extend and deepen the extant literature by conceptualising the IDMC and demonstrating its
29 impact on innovation and commercialisation processes in Malaysian IEFs.
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Second, marketing research has explored the performance implications of the marketing
4 capability, conceptualising it as the knowledge-seeking efforts made by firms to accumulate and
5 pour knowledge resources into exploitation and exploration. For instance, Ngo et al. (2019)
6 demonstrated that the domestic technology and market-sensing capabilities influence firm
7 performance through the mediation of explorative and exploitative innovation. The study diverged
8 from the extant literature by focussing on the successful commercialisation of products/services as
9 a vital precondition to firm performance (Dhewanto and Sohal 2015). Surprisingly, the
10 commercialisation of products/services had hitherto been taken for granted as a prerequisite to firm
11 performance and its empirical application/validation is not evident in the international
12 entrepreneurship (IE) and marketing literature.
13
14
15
16
17
18
19
20
21
22
23
24
25

26 Third, theoretical knowledge on the indirect role played by marketing capability in
27 predicting firm performance is found in the literature. For instance, Mu (2015) demonstrated how
28 the outside-in marketing capability complements new product performance through explorative
29 and exploitative innovation. However, such a relationship is affected by noise because this
30 assumption provides firms with the option to either *deploy* or *not deploy* resources in innovation.
31 Conversely, without innovative products/services, IEFs face heterogeneous challenges in the
32 international market (Freixanet, Braojos, Rialp-Criado and Rialp-Criado, 2020). Ngo, Bucic,
33 Sinha, and Lu (2019) identified market sensing as an aspect of the marketing capability suited to
34 accumulate knowledge, and argued that firms need to develop new and refine any existing
35 products/services to accrue rent from the marketing capability that they are nurturing. However,
36 the extant research has overlooked the assumption that firms develop products/services before they
37 design any marketing strategies informed by their own capabilities (O'Cass and Ngo, 2011). The
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 study held on to this logic and proposed a perceptible model for IEFs—one that combines
4 explorative and exploitative innovation and the IDMC to succeed in the international market.
5
6

7
8 Fourth, to understand the interplay between explorative and exploitative innovation and
9 the successful commercialisation of products/services through IDMCs, it is crucial to consider the
10 Malaysian IEF sample and study context. Innovation and IE are considered as continuous and
11 complementary processes (Reuber, Knight, Liesch and Zhou, 2018) that have the ultimate goal of
12 the successful international commercialisation of innovative products/services; this makes IDMCs
13 crucial for IEFs in the face of intense international competition (Lee and Falahat 2019, Li et al.
14 2008) and global uncertainty (Pillania 2011). As Malaysia is an emerging economy with limited
15 access to resources (Falahat et al. 2018) and a human capital that is substantially inferior to that of
16 advanced economies (Jones et al. 2021), it is much more challenging for Malaysian IEFs to
17 commercialise innovative outputs efficiently. The authors thus argued that IDMCs can enable IEFs
18 to detect foreign market signals, develop new processes for products/services, and design and
19 implement strategies to respond market changes (Wang et al. 2013, Wang 2020, Bargoni et al.
20 2023). Nevertheless, in the international marketing and IE literature, there is a lack of theoretical
21 knowledge on how the IDMC enables IEFs to channel explorative and exploitative innovation
22 towards commercialisation. Hence, the question of whether and to what extent IDMCs enable IEFs
23 to link explorative and exploitative innovation and commercialisation remains. The aim to answer
24 this question directed us to address one of the critical challenges faced by IEFs in their international
25 operations and acknowledge the effectiveness of the IDMC (Morgan et al. 2018, Mitreğa 2019).
26 The argument was that, given that the possession of marketing capabilities transforms a firm's
27 entrepreneurial efforts into competitive advantages (Pratono and Mahmood 2015), IEFs should
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 craft effective IDMCs suited to facilitate the correct positioning of their products/services in the
4
5 international market and create economic wealth.
6

7
8 Finally, the optimum effectiveness of the IDMC may be affected by various factors (Sok
9
10 et al. 2017), as dynamic marketing capabilities are much stronger in the presence of market
11
12 orientation (Joensuu-Salo et al. 2018), innovation capability (Aljanabi 2020, Ngo and O'Cass
13
14 2012), level of efficiency (Nath et al. 2010), and low-levels of uncertainty and turbulence (Ju et
15
16 al. 2018). Considering such logic, the study not only anticipated the relationships between
17
18 innovation, IDMCs, and commercialisation to be simply linear, but also proposes a contingency
19
20 in the stated relationships that seems necessary for Malaysian IEFs to successfully commercialise
21
22 their innovative products/services. To keep up with the dynamic international market competition,
23
24 firms resort to network strategies that involve engaging in proactive network-building activities
25
26 (Acosta et al. 2018, Elango and Pattnaik 2013). A network strategy is crucial for IEFs in emerging
27
28 economies (Gnizy 2019), as the shortage of domestic resources and infrastructure (Mostafiz et al.
29
30 2022) prompts them to expand their international networks to compensate (Ciravegna et al. 2014).
31
32 Furthermore, Luo and Child (2015) argued that firms are “*highly networked with external*
33
34 *providers of requisite resources and information*” that help them to develop dynamic capabilities.
35
36 Consequently, The authors expected the breadth and depth of international networks to act as a
37
38 pivotal moderating factor in increasing the effects of the IDMC on the commercialisation process.
39
40 Conversely, when plagued by ineffective and restricted international networks, IEFs may establish
41
42 unsuitable partnerships, thus ending up with inadequate knowledge and inoperative marketing
43
44 strategies. This raises the question of what role the breadth and depth of international networks
45
46 play in the relationship between the IDMC and commercialisation. The authors argued that, in the
47
48 presence of high levels of international network breadth and depth, the IDMC will enable IEFs to
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 accurately position their products/services informed by wisdom (i.e., any knowledge resources
4
5 acquired from rich networks).
6

7
8 In the following sections, this paper delves into various aspects related to the IDMC,
9
10 innovation, network breadth and depth, and their relationships. The theoretical foundations and
11
12 related literature are discussed in Section 2, while Section 3 provides an overview of the data and
13
14 sample, along with multivariate analysis and tests. The empirical results of the model are presented
15
16 in Section 4, highlighting the role played by the IDMC in bridging the gap between explorative
17
18 and exploitative innovation and commercialisation, and how network strategies foster these
19
20 relationships. Section 5 concludes with the findings and managerial implications.
21
22

23 24 **Literature review**

25 26 *The international dynamic marketing capability as a functional asset*

27
28 The IDMC has its foundations in the resource-based view (RBV) of the firm, which is one of the
29
30 most influential theoretical paradigms in the field of strategic research (Zahra 2021, Freeman et
31
32 al. 2021). The RBV assumes that resources are distributed heterogeneously across firms, thus
33
34 providing formidable and sustainable competitive advantages over time. However, some scholars
35
36 (e.g., Priem and Butler 2001a, Winter 2003, Priem and Butler 2001b) have characterised the RBV
37
38 as being largely static and unsuited to be applied to highly dynamic environments characterised by
39
40 constantly shifting competitive landscapes (Barney 1991, Teece et al. 1997). Besides, the mere
41
42 leveraging of resources is insufficient to achieve sustained strategic success, whereas capabilities
43
44 can steer and alter a firm's resource profile to better align it with any environmental change and
45
46 thus provide a competitive advantage (Zahra 2021). Such views have led to extending the RBV to
47
48 include dynamic capabilities (Barney et al. 2021, Barreto 2010), thus more explicitly emphasising
49
50 the importance of reconfiguring resources to address any market change and volatility (Chen et al.
51
52 2021). According to Teece et al. (1997, p.516), a dynamic capability (DC) is a “firm's ability to
53
54
55
56
57
58
59
60

1
2
3 *integrate, build, and reconfigure internal and external competences to address rapidly changing*
4 *environments*". Such dynamism is expected to bring about systematic changes by enhancing both
5
6 the agility and adaptivity a firm needs to renew its operational capabilities and increase its
7
8 flexibility in volatile market environments (Mikalef et al. 2019, Pezeshkan et al. 2016). However,
9
10 marketing resources and capabilities are crucial for the generation and dissemination of the market-
11
12 specific knowledge suited to endow a firm with the valuable market intelligence needed to
13
14 understand customer needs, competing products, and distribution channels (Barrales-Molina et al.
15
16 2014, Wang et al. 2013a). Recognising the potential relevance of the marketing function, some
17
18 scholars (e.g., Fang and Zou 2009, Bruni and Verona 2009, Morgan 2012) have extended the DC
19
20 approach and conceptualised the dynamic marketing capability (DMC), which is focussed on a
21
22 firm's ability to efficiently leverage market-specific knowledge to create and deliver customer
23
24 value (Dahlquist 2021, Xu et al. 2018).
25
26
27
28
29

30
31 The DMC has been defined in terms of the "*specific and idiosyncratic cross-functional*
32 *business processes to create and deliver superior customer value in response to market changes*"
33 (Fang and Zou, 2009, p.743). This definition logically implies that the DMC fundamentally helps
34
35 to absorb the market knowledge needed to reconfigure resources through cross-functional
36
37 marketing processes in order to implement marketing strategies. Various scholars (e.g.,
38
39 Barrales-Molina et al. 2014, Falasca et al. 2017, Hoque et al. 2022) have identified two common
40
41 sets of mechanisms for the DMC. The initial feature includes the absorption and utilisation of
42
43 market knowledge (resource-picking)—such as markets, environmental trends, distributors,
44
45 alliance partners, competitors, customers, and online communities—to respond to a variety of
46
47 external and internal shocks (Maklan and Knox 2009, Morgan et al. 2012). The subsequent feature
48
49 includes the cross-functional marketing capability (capability-building) that shapes routines, sales,
50
51
52
53
54
55
56
57
58
59
60

1
2
3 operations, and subsidiaries (Wang et al. 2013a, Bruni and Verona 2009, Menguc and Barker
4 2005). Converging on these two mechanisms, Fang and Zou (2009) suggested three fundamental
5 responsive and efficient cross-functional business processes suited to the creation and delivery of
6 customer value: product development (i.e., the design, development, and launch of products suited
7 to maximize customer value and experience), supply chain (i.e., the design, management, and
8 integration of an organisational supply chain), and customer relationship management (i.e., the
9 knowledge and ability required to meet customer needs). Consequently, the DMC enables a firm
10 to develop a set of dynamic marketing skills and competencies through responsive and efficient
11 cross-functional business processes that reconfigure resources to adapt to the changing market
12 environments and satisfy customer needs (Gnizy 2019, Fang and Zou 2009). However, such DC
13 cannot be easily transferred across borders (Teece 2014, Tallman et al. 2018). The difficulty is due
14 to the differences between the intrinsic nature of the DMC required for the domestic market and
15 that required for the international one (Xu et al. 2018, Morgan et al. 2018).
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32

33 The literature shows that, when operating in foreign markets, firms are faced with
34 consequential complexities stemming from *cultural differences* (Brothers 2013), their own
35 *liability of foreignness* (Lu et al. 2022), the *marketing environment* (Luo 2007), *market*
36 *heterogeneity* (Röell et al. 2022), *economic conditions* (Mihov and Naranjo 2019), *institutional*
37 *distance* (Chao and Kumar 2010), and *physical* (Kraus et al. 2015) and *psychic distance* (Ellis
38 2011). As indicated by Morgan et al. (2018), most research has characterized the IDMC in ways
39 akin to those in which they are portrayed in the broader marketing field (Asseraf et al. 2018, Wang
40 2020). The significance of the IDMC is highlighted by the fact that international marketing efforts
41 and processes occur within a global context, catering to international clients' requirements to attain
42 objectives in the international marketplace. Consequently, the IDMC is typically perceived as a
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 company's capacity to leverage any available resources to comprehend and address the needs of
4
5 its foreign market customers better than its competitors (Mitrega et al. 2021, Morgan et al. 2018,
6
7 Scuotto et al. 2021). Dealing with such complexities requires collaboration with foreign
8
9 stakeholders to acquire the critical resources needed to develop a DC (Xu et al. 2018, Gnizy et al.
10
11 2014). In fact, born global firms already endowed with inherent superior capabilities still rely on
12
13 foreign market facilitators to develop them further (Knight and Cavusgil 2004). Such integration
14
15 with external facilitators speeds up the exchange of specialised knowledge between markets, the
16
17 cultivation of new skills, and the development of innovative routines, and ultimately helps to
18
19 achieve competitive advantages and navigate the complexities found in international markets
20
21 (Gnizy 2019, Pham et al. 2017). As DCs are a significant aspect of a firm's intrinsic ability to
22
23 optimize its market potential and resource allocation (Morgan et al. 2009), firms must develop
24
25 distinct DMCs suited to appropriately address customer needs in order to deliver superior value in
26
27 foreign markets (Chatterjee et al. 2022, Teece 2014). Hence, in the international market context
28
29 and consistent with the theoretical foundation of Fand and Zou (2009), The authors conceptualised
30
31 the IDMC as a functional dimension of the DMC that includes the three cross-border-operational
32
33 processes of product/service management, supply chain management, and customer relationship
34
35 management.
36
37
38
39
40
41

42 IDMC as an extension of the DMC was grounded on two crucial considerations. First,
43
44 given the increased difficulties involved in complex international markets, situational contexts
45
46 establish the boundary conditions that determine the successful development or transfer of DMCs
47
48 (Spyropoulou et al. 2018, Gnizy 2019). Hence, to address the volatility of international markets
49
50 and overcome situational contexts, firms need to establish IDMCs that enable them to reconfigure
51
52 and allocate their marketing resources to gain a comprehensive understanding of the explicit and
53
54
55
56
57
58
59
60

1
2
3 implicit needs specific to foreign market customers (which differ from the home country ones)
4
5 (Morgan et al. 2018, Tallman et al. 2018). Second, DMCs enable firms to leverage their market
6
7 knowledge and enhance their capabilities in specific functional areas of marketing to respond to
8
9 market changes (Fang and Zou 2009, Barrales-Molina et al. 2014). However, to succeed in
10
11 international markets, firms must enhance their DMCs by improving and reconciling their foreign
12
13 market knowledge to enhance specific functional marketing areas such as overseas product
14
15 innovation and international customer support abilities (Chatterjee et al. 2022, Morgan et al. 2018).
16
17 IDMCs, which are developed by using foreign market knowledge and act as a means of
18
19 assimilating information (Konwar et al. 2017, Buccieri et al. 2020), are disseminated throughout
20
21 the organisation and enable it to identify, comprehend, and meet the demands of foreign market
22
23 customers (Kachouie et al. 2018). To acquire foreign market knowledge, firms need to establish
24
25 strong relationships with external partners (e.g., customers, competitors, and suppliers) in order to
26
27 identify and leverage unique differences, facilitate any adaptation efforts aimed at introducing new
28
29 synergies suited to renew capabilities, deliver joint solutions, and ultimately achieve comparative
30
31 advantages (Xu et al. 2018, Gnizy 2019, Teece 2007). Hence, the authors postulated that the IDMC
32
33 involves tweaking the configuration of a firm's internal resource bundles (e.g., knowledge, skills,
34
35 and routines) by actively interacting with network partners and integrating cross-functional
36
37 disciplines in order to develop marketing processes specific to foreign markets. The authors also
38
39 argued that the development of functional IDMCs is crucial for IEFs to generate the international
40
41 market knowledge they need to attain a comprehensive understanding of customer needs,
42
43 competitor strategies, and distribution channels, which will ultimately assist them in the promotion
44
45 of innovation and its commercialisation. While DCs dictate the organizational and strategic
46
47 practices that enable firms to establish new resource arrangements in response to the emergence,
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 intersection, divergence, development, and demise of markets (Fabrizio et al. 2022, Eisenhardt and
4 Martin 2022), IDMCs propel the methods through which a firm assimilates, reconfigures, acquires,
5 and relinquishes the specific resources it needs to become competitive internationally (Bargoni et
6 al. 2023). Table 1 compares the main characteristics of the DMC and the IDMC.
7
8
9

10
11
12 **[Insert Table 1 here]**
13

14
15 Functional areas such as the marketing department develop routines and processes aimed at
16 supporting the access to new market knowledge resources and their dissemination throughout the
17 organization, leading to the development of DCs (Easterby-Smith and Prieto 2008,
18 Barrales-Molina et al. 2014). The distribution of knowledge resources across a firm can enable it
19 to exhibit ambidextrous innovation (Farzaneh et al. 2022, Castaneda and Cuellar 2020). In fact,
20 O'Reilly and Tushman (2013) argued that ambidextrous innovation is a strategic effort that is
21 reflected in a complex set of routines suited to enable a firm to exploit any opportunities through
22 the coordination of its knowledge resources. Moreover, Weerawardena et al. (2015) found that the
23 IDMC positively influences the innovation enacted by early internationalizing firms. Besides, the
24 IDMC generally reflects an IEF's ability to reconfigure its resources to the end of creating a
25 competitive advantage through innovation (Falasca et al. 2017); this necessitates the urgency of
26 effective communication to offer value propositions suited to attract international market
27 customers (Buccieri et al. 2020). Therefore, the study postulated the existence of an inevitable
28 nexus between the IDMC and ambidextrous innovation.
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45

46 *Ambidextrous innovation*

47
48

49 Ambidextrous innovation refers to a firm's capability to simultaneously regulate explorative
50 and exploitative innovation (He and Wong 2004). While exploration refers to the creation of
51 radically new and distinguishable products, services, and markets, exploitation refers to learning
52
53
54
55
56
57
58
59
60

1
2
3 to build upon consolidated knowledge, competencies, skills, and processes through the refinement
4 and extension of existing routines (Messeni Petruzzelli 2019, Farzaneh et al. 2022, Sheng and
5 Hartmann 2019). The combination of exploitative and explorative innovation is key to an IEF's
6 success, as the related efforts support it in overcoming any resource impediment and strengthen its
7 competitiveness. However, both exploitative and explorative innovation may not lead to a
8 competitive advantage (Jakhar et al. 2018). According to Mitreğa (2019), the extent to which
9 innovation is effectively commercialised is key to the achievement of a competitive advantage in
10 the current business environment. Also, Wang et al. (2021) discussed how the early involvement
11 of enterprises in the innovation process plays an important role in the achievement of successful
12 commercialisation. However, the conceptual link between innovation and commercialisation is
13 quite intuitive; in this regard, Benner and Tushman (2003) suggested that innovation is aimed at
14 the creation and commercialisation of enhanced products, services, and business models in order
15 to provide value for both markets and customers. Despite the importance of both exploitative and
16 explorative innovation in enabling the commercialisation process, the literature still lacks a
17 complete understanding of the functions and processes that support it. Various scholars (e.g., Fu
18 et al. 2018, Farzaneh et al. 2022, Falasca et al. 2017, Wilden et al. 2018) have also called for the
19 improvement of the understanding of the functions and processes that facilitate a firm's ability to
20 integrate knowledge and other resources to create customer value through innovation.
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43

44 ***Network theory and international networks***

45
46 Entrepreneurial activities require continuous exchanges of knowledge across and beyond
47 organisational boundaries (Bertello et al. 2022). Moreover, knowledge is deeply rooted in the
48 process of innovation (Purchase et al. 2014, Wang and Hsu 2014), which relies on interactions
49 with various sources (Hohenthal et al. 2015, Parker 2012). Therefore, entrepreneurs need to engage
50
51
52
53
54
55
56
57
58
59
60

1
2
3 in networking activities in order to gain the knowledge needed for the development of new
4 products and processes suited to attain a competitive advantage (Santoro et al. 2018). As a result,
5 innovation-intensive IEFs critically depend on network relationships as a source of knowledge,
6 experience, and international opportunities (Hilmersson and Jansson 2012, Montoro-Sanchez et
7 al. 2018). According to Smith and Smith (2021), entrepreneurs establish and use a combination of
8 private and business networks to acquire strategically significant resources (i.e., external
9 knowledge) suited to identify and exploit business opportunities. The fundamental concept of
10 network theory implies that the interactions made possible by embedded social ties among
11 geographically proximate actors can facilitate the development of opportunities (Davidsson and
12 Honig 2003, Johanson and Vahlne 2009). Such external networks aid entrepreneurs in growing
13 their knowledge acquisition sources, acquiring complementary resources, reducing innovation
14 costs, and improving successful innovation and innovative performance (Karamanos 2012, Yi et
15 al. 2021). Based on the conceptualisation of the network provided by Podolny (2001), the study
16 identified the network as a 'pipeline' through which resources move. The authors thus viewed
17 networks as channels through which IEFs can coordinate their alliance activities in order to pursue
18 mutual strategic goals that would be unattainable with their individual resources and engage in
19 unique resource absorption routines for value creation.

20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42 The extant international entrepreneurship literature (e.g., Khan and Lew 2018, Reuber et
43 al. 2017, Xiao et al. 2021) suggests that, in international markets, new ventures endure the liability
44 of outsidership and resource-scarcity in effectively developing the risk-taking, innovative, and
45 proactive entrepreneurial capabilities they need to develop new products. Thus, the development
46 of external resources embedded in alliance networks yields valuable strategic opportunities suited
47 to acquire the knowledge-based resources possessed by partners and produce a competitive
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 advantage in international markets (Paul and Rosado-Serrano 2019, Bertello et al. 2022). However,
4
5 some studies (e.g., Sammarra and Biggiero 2008, Seo et al. 2020, Zhang et al. 2016) show that the
6
7 operational, competitive, and innovative performance of international firms depends on the
8
9 heterogeneity of external sources. Searching far and wide through heterogeneous networks
10
11 provides firms with access to a plethora of sources of knowledge that offer them the capabilities
12
13 they need to identify and exploit innovative opportunities (Leiponen and Helfat 2010, Laursen and
14
15 Salter 2006). Hence, the authors argued that IEFs require their international networks to be wide
16
17 and deep enough to leverage the external knowledge sources that are critical to increase the effects
18
19 of the IDMC on the commercialisation of outputs.
20
21
22
23

24 The breadth of international networks can be defined in terms of the number of external
25
26 sources, channels, or network partners upon which IEFs rely to extract knowledge in their
27
28 innovation process, while their depth can be viewed as the extent to which IEFs intensely/deeply
29
30 draw resources from their external sources, channels, or network partners (Laursen and Salter
31
32 2006, Katila and Ahuja 2002). Any knowledge sought through the breadth of an international
33
34 network tends to be aligned with the pursuit of adding valuable and advanced knowledge and of
35
36 gaining access to diversified strategic assets, leading to further variations, combinations, and cross-
37
38 fertilization opportunities between any existing and innovation ideas (Katila and Ahuja 2002,
39
40 Chiang and Hung 2010, Ardito and Petruzzelli 2017). Alternatively, any knowledge sought
41
42 through the depth of an international network tends to be aligned with the refinement and
43
44 deepening of the existing knowledge aimed at enhancing a firm's explorative capability to enhance
45
46 the current value of its offerings (Mukherjee et al. 2019, Gölgeci et al. 2019). Therefore, the depth
47
48 and breadth of an international network are likely to shape an IEF's knowledge extraction and
49
50 utilisation process for innovation and its related performance. Nevertheless, although they have
51
52
53
54
55
56
57
58
59
60

1
2
3 been thoroughly explored, the literature still lacks a satisfactory understanding of the role played
4
5 by the breadth and depth of international networks (Gölgeci et al. 2019, Xiao et al. 2020),
6
7 especially in relation to the role that such networks play in the relationship between the IDMC and
8
9 commercialisation.
10

11 **Hypotheses development**

12 *Relationship between ambidextrous innovation, the IDMC, and commercialisation*

13
14
15 Firms seeking to commercialise innovation should focus on the generation of capabilities
16
17 through a knowledge system composed of different abilities and expressed through organizational
18
19 processes aimed at offering superior customer value (Lukas and Ferrell 2000). Bruni and Verona
20
21 (2009) discussed the importance of the DMC in providing a vital foundation for the management
22
23 and commercialisation of products/services. Furthermore, Slater and Mohr (2006) argued that the
24
25 development of a strategic capability is vital for successful product/service development and
26
27 commercialisation. Hence, the commercialisation of innovation involves undertaking several
28
29 business functions and processes aimed at securing the resources and capabilities necessary to
30
31 support it (Aarikka-Stenroos and Sandberg 2012, Medlin and Törnroos 2015). Moreover, the
32
33 importance of the DMC for a firm's commercial performance is evident in the literature (e.g., Hsu
34
35 and Wang 2012, Krasnikov and Jayachandran 2008, Wang et al. 2015, Vorhies and Morgan 2005).
36
37 For instance, Falasca et al. (2017) showed that the DMC mediates the relationship between
38
39 customer knowledge management and successful innovation. Likewise, Robertson et al. (2021)
40
41 posited that knowledge-based DCs facilitate innovation activities, offering a competitive market
42
43 advantage and ultimately leading to enhanced innovation performance. Hence, increased use of
44
45 market knowledge leads to an improvement in a firm's DMC to enhance innovation abilities,
46
47 resulting in sustainable competitive advantage through improved international market
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 performance (Eerme and Nummela 2019, Glavas et al. 2019). Furthermore, Xu et al. (2018)
4
5 claimed the DMC as critical to translate innovation inputs into new products and services suited
6
7 to meet new market demands and generate positive commercial outcomes. Ngo and O'Cass (2012)
8
9 also supported the contention by proving that the complementarity of innovation and marketing
10
11 capabilities is essential to attract, satisfy, and build relationships with and retain customers. In
12
13 addition, Chatterjee et al. (2022) stated that “*firms need to develop their dynamic marketing*
14
15 *capabilities in the international marketing context by improving several of their capabilities,*
16
17 *including product innovation capabilities*” (p.3). Therefore, the study posited that ambidextrous
18
19 innovation evidently enables organisations to utilise foreign market-specific DMCs that facilitate
20
21 the successful international commercialisation of products/services.
22
23
24
25

26 The empirical evidence suggests that the DMC plays a key role in facilitating ambidextrous
27
28 innovation aimed at gaining a competitive advantage in international markets. Farzaneh et al.
29
30 (2022) found that DCs promote firms’ exploitative and explorative innovation and play an
31
32 important mediator role between intellectual capabilities and innovation ambidexterity. O'Cass et
33
34 al. (2014) showed that the deployment of exploratory product innovation and marketing
35
36 capabilities enables firms to achieve superior market positional advantages. Moreover, Prange and
37
38 Verdier (2011) posited that DCs increase an organisation’s propensity to engage in explorative
39
40 innovation, enabling it to overcome any path-dependencies and inertia in order to stimulate market
41
42 growth. In this logic, Božič and Dimovski (2019) identified absorptive capacity as a DC suited to
43
44 enable a firm to leverage external information and knowledge in enhancing its own exploitative
45
46 innovation ability and, ultimately, performance. It is worth noting that Sheng (2017) showed how
47
48 DCs enhance strategic responses and eventually, amplify both exploratory and exploitative product
49
50 innovation. Accordingly, the study posited that the integration of the IDMC enables organisations
51
52
53
54
55
56
57
58
59
60

1
2
3 to obtain extensive foreign market-specific knowledge elements suited to leveraging explorative
4
5 innovation and its commercialisation. Therefore, based on these arguments, the study proposed:
6

7
8 ***H₁***. The international dynamic marketing capability positively mediates the relationship
9 between explorative innovation and commercialisation.
10

11
12 Ambidextrous innovation enables organisations to achieve the dynamic efficiency needed
13 to improve collaboration between different functional units and thus create better outputs with
14 higher market success (Calantone and Rubera 2012, Zhang et al. 2021). Martin et al. (2017)
15 provided evidence that a balanced explorative and exploitative innovation empowers organisations
16 to more effectively allocate their investment in marketing capabilities to the end of creating and
17 capturing international entrepreneurial opportunities. Voss and Voss (2013) posited that cross-
18 functional ambidexterity can offer capabilities suited to improve organisational performance by
19 simplifying the learning experience and promoting adaptive responses. However, by comparing
20 countries, Mu (2015) suggested that, while being critical for ambidexterity, marketing capabilities
21 lead to more exploitation than exploration. Through exploitation, an organisation can enhance its
22 knowledge and increase the development and use of DCs, which can improve cost efficiency,
23 profits, product quality, and production efficiency (Kim and Atuahene-Gima 2010, Molina-
24 Castillo et al. 2011). For instance, O'Cass et al. (2014) illustrated that the integration of exploitative
25 product innovation and DMCs acts as an intervening mechanism suited to the achievement of new
26 product cost efficiency. DCs also facilitate the exploitation of new ideas and innovativeness and
27 offer competitiveness (Jiang et al. 2018). Limaj and Bernroider (2019) found that absorptive
28 capacity, as a DC, drives exploitative innovation, representing a critical source of competitive
29 advantage for SMEs. Moreover, Ngo et al. (2019) showed that exploitative innovation improves a
30 firm's existing product market position by enabling it to take advantage of its own DCs.
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Accordingly, the study posited that exploitative innovation can be facilitated by foreign market-
4 specific DMCs that can ultimately assist in enhancing the commercialisation process. Therefore,
5
6 the study hypothesised that:
7
8

9
10 **H₂** The international dynamic marketing capability positively mediates the relationship
11 between exploitative innovation and commercialisation.
12

13
14 **[Insert Figure 1 here]**
15

16
17 *The moderating role of the breadth and depth of international networks*
18

19 While different controversial conclusions have been reached in regard to the relationship
20 between external collaboration networks and firm innovation outcomes, empirical studies illustrate
21 that access to a broad range of external channels (both in depth and breadth) can have important
22 implications for a firm's innovation outcomes. For instance, some studies (Laursen and Salter
23 2006, González-Moreno et al. 2019, Bayona-Saez et al. 2017) show that the depth and breadth of
24 a firm's external channels and its performance are in an inverted U relationship, whereas Ferreras-
25 Méndez et al. (2015) demonstrated that such range of external channels does not enhance a firm's
26 innovation and performance. Alternatively, network depth and breadth facilitates frequent
27 interactions between partners, which could enhance the transfer of complex information (Terjesen
28 and Patel 2017) and the likelihood of acquiring new knowledge (González-Moreno et al. 2019),
29 potentially useful for breakthrough innovation and the development of novel technologies.
30 Moreover, Leiponen (2012) showed that network breadth benefits both service and manufacturing
31 firms through information flow diversity and facilitates service innovation. In addition, breadth of
32 the network can broaden an organisation's knowledge base and instigate radical innovation
33 processes (Zhang et al. 2021). Cui et al. (2015) found that the alignment between network breadth
34 of and IT flexibility intensifies both the volume and the radicalness of innovation. In contrast,
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Cruz-González et al. (2015) demonstrated that the breadth of knowledge search positively
4 influences performance in less technologically dynamic environments, whereas it appears to be
5
6 counterproductive in more dynamic contexts. Gölgeci et al. (2019) indicated that breadth of
7
8 external search did not seem to influence the knowledge transfer and innovation performance of
9
10 MNE subsidiaries. However, Zhou and Li (2012) demonstrated that the interaction between
11
12 network depth and market knowledge sharing can significantly facilitate radical innovation.
13
14 Besides, a greater breadth of external knowledge sources is associated with greater innovation
15
16 success at the firm level, particularly in regard to the 'value' of newly commercialised innovations
17
18 (Leiponen and Helfat 2010). Moreover, Wang (2015) concluded that the breadth of international
19
20 knowledge sources significantly contributes to the product innovation of technologically leading
21
22 organisations. Therefore, the authors predicted that breadth of international network is expected to
23
24 support IEF's development of advanced scientific know-how aimed at preserving its
25
26 competitiveness (Satta et al. 2016, Martinez et al. 2017) and will influence the IDMC in regard to
27
28 benefiting commercialisation. Based on the above, the study proposes the following hypothesis:

33
34
35 ***H₃***. The breadth of an international network moderates the relationship between the
36
37 international dynamic marketing capability and commercialisation.
38
39

40 The use of network depth to source knowledge can promote unique perspectives and bring
41
42 methodological enhancement to the decision-making process involved in new product
43
44 development (Grimpe and Kaiser 2010). In fact, firms endowed with in-depth knowledge are more
45
46 likely to gain higher-level technological capabilities (Kotabe et al. 2003). Previous studies (e.g.,
47
48 Tallman and Phene 2007, Jane Zhao and Anand 2009, Salomon and Martin 2008) have shown that
49
50 organisations with deeper networks are more effective in utilising and recombining knowledge to
51
52 reduce potential uncertainties. In a similar vein, Wadhwa et al. (2016) found that depth of network
53
54
55
56
57
58
59
60

1
2
3 knowledge strengthens positive diversity innovation in corporate venture capital relationships.
4
5 Besides, deeper networks can enable firms to access valuable external information, which
6
7 facilitates their innovation processes (Wang 2015, Cruz-González et al. 2015). However, Cui et
8
9 al. (2015) found that the alignment between network depth and IT integration does not have any
10
11 effect on innovation radicalness, but can lead to a greater volume of new products and services.
12
13 Gölgeci et al. (2019) also captured that network depth moderates the relationship between the
14
15 knowledge transfer mechanisms and innovation processes of MNE subsidiaries. Moreover,
16
17 network depth can facilitate methodical knowledge transfer, which can set exploratory innovation
18
19 in motion (Paliokaitė and Pačėsa 2015, Kale and Singh 2007). Besides, Zhou and Li (2012) found
20
21 that the depth of network and market knowledge acquisition is positively associated with radical
22
23 innovation. Also, Ferreras-Méndez et al. (2015) showed that network depth can significantly affect
24
25 innovation and organisational performance. Therefore, an organisation endowed with international
26
27 network depth is likely to benefit from the acquisition of international network-based knowledge,
28
29 which would facilitate the IDMC in amplifying the commercialisation process. As a result, the
30
31 study posited:
32
33
34
35
36
37
38

39 ***H₄***: The depth of an international network moderates the relationship between the international
40 dynamic marketing capability and commercialisation.
41
42

43 **Research methods**

44 *Research context*

45
46 The authors collected time-lagged survey data from Malaysian IEFs operating in the
47
48 manufacturing and service sectors. Malaysia is a unique economy with a high potential to bring its
49
50 unique economic growth trajectory and entrepreneurial propensity to the international market
51
52 (Falihat et al. 2018). According to the World Bank (2022), “As an upper middle-income country,
53
54
55
56
57
58
59
60

1
2
3 *Malaysia is both a contributor to the development of low- and middle-income countries and a*
4 *beneficiary of global experience in its own journey towards high-income and developed nation*
5 *status.”* In addition, the World Bank’s Inclusive Growth and Sustainable Finance Hub has been
6
7
8 significantly supporting Malaysian IEFs (World Bank 2022). For instance, the Malaysian
9
10 government is being supported by the World Bank and the WTO in building new infrastructure,
11
12 which plays a critical role in providing entrepreneurial firms with access to foreign resources and
13
14 networks and in facilitating their entry into global supply chains (Athukorala and Narayanan
15
16 2018).

17
18
19
20
21
22 The manufacturing and service sectors contribute in equal measure to Malaysia’s growth
23
24 trajectory, supporting the country in its journey to becoming an innovative and higher value-added
25
26 global product supplier and service specialist (Hodgkinson et al. 2016). The Innovation survey
27
28 report shows that most innovation is aimed at improving the processes and reducing the production
29
30 costs of the manufacturing sector—including the architectural design, infrastructure development,
31
32 health & safety, market research, and financial service sectors (MOSTI 2018). Furthermore,
33
34 research shows that Malaysian IEFs are highly proactive, risk-taking, and innovative (Falahat et
35
36 al. 2018, Falahat et al. 2021) and have a strong tendency to foster innovation (Chong et al. 2019).
37
38 Hence, Malaysia represented a suitable context in which to investigate the research model, as
39
40 failing to nurture an effective IDMC can lead IFEs to face costly international consequences for
41
42 their innovative outputs.
43
44

45 46 47 *Data collection and sample*

48
49 The sample firms were from the MEDAC (2018) database, which contains data on approximately
50
51 29,000 entrepreneurial firms. The authors administered the survey questionnaire (in English) to
52
53 3,000 firms randomly selected from the database. During a first wave (October 2021), in which
54
55
56
57
58
59
60

1
2
3 229 firms responded (a 7.6% response rate), the authors collected data on explorative and
4
5 exploitative innovation, the IDMC, and the breadth and depth of their international networks from
6
7 the firms' founders/entrepreneurs/CEOs. The authors did not ask the respondents for any personal
8
9 information, such as their names, therefore securing their full anonymity. As the study adopted a
10
11 time-lagged survey method, therefore, the authors requested the managers' email addresses to
12
13 facilitate the second data collection wave. To set the criteria for the sample IEFs, the authors
14
15 followed Shir et al. (2019) and asked the respondents about their international operations. For
16
17 example, the authors asked whether, over the previous three years, their respective firms had a)
18
19 introduced any new products in an international market, b) exported new/existing products to a
20
21 new international market, and c) identified and recognised any new/novel international
22
23 opportunities. International entrepreneurship is defined as "*a combination of innovative, proactive,*
24
25 *and risk-seeking behaviour that crosses national borders and is intended to create value in*
26
27 *organizations.*" (McDougall and Oviatt 2000, p. 539). The aforementioned criteria affirmed that
28
29 the sample Malaysian entrepreneurial firms were proactively seeking international opportunities
30
31 and taking risks in pursuit of significant value creation. A total of 207 sample firms were found to
32
33 meet the criteria. In the second wave (January 2022), the authors administered a questionnaire to
34
35 collect data on the performance outcomes of these 207 firms—such as their commercialisation and
36
37 international performance—from their managers. The final sample size was 201 firms..
38
39
40
41
42
43

44
45 The chosen data collection method assisted us in dealing with a few potentially critical
46
47 biases. First, the time-lagged survey data collection method enabled us to control for any
48
49 simultaneity biases caused by the *ex-ante* effects of independent variables on the dependent ones
50
51 (Reed 2015, Guide and Ketokivi 2015). Second, the authors collected independent variable data
52
53 from the firms' entrepreneurs/CEOs/founders, and dependent variable ones from managers. This
54
55
56
57
58
59
60

1
2
3 assisted us in controlling for any social desirability bias (Zahra and Covin 1995). Finally, a non-
4 response bias test was performed by comparing the first and last 7% of the dataset, assuming that
5 the latter were non-responses (Armstrong and Overton 1977). The t-test values between the
6 variables were found to be non-significant, which assured us of the absence of any non-response
7 bias.
8
9

10 11 12 13 14 15 *Measurements*

16 The study sourced the measurement items for explorative and exploitative innovation from Sheng
17 and Hartmann (2019). The authors measured explorative innovation using three items, one of
18 which was: *“our firm accepts demand that goes beyond its existing products and services”*. The
19 exploitation is measured by adopting three items, one of which was: *“our firm frequently refines*
20 *its existing products and services”*.
21
22
23
24
25
26

27
28 The study sourced the IDMC measurement items from Xu et al. (2018). The study used
29 three items to capture the cross-functional international operation of product/service management,
30 supply chain management, and customer relationship management. A sample item was:
31 *“ascertaining international customer needs, designing tentative new product solutions and*
32 *prototypes, and manufacturing, and coordinating departmental relationships with the objective of*
33 *developing and producing products that enable foreign customers to experience maximum value*
34 *and benefits”*.
35
36
37
38
39
40
41
42
43

44 The authors sourced three measurement items for the breadth of international network
45 measurement items from Xiao et al. (2020). A sample item was: *“in comparison with our*
46 *competitors, our firm can manage more foreign partnerships in the global market”*. The authors
47 measured the depth of international network by means of four items, one of which was: *“the*
48 *personal networks of our senior management provide our firm with important resources for*
49 *internationalisation”*.
50
51
52
53
54
55
56
57
58
59
60

1
2
3 The study sourced five commercialisation measurement items from Dhewanto and Sohal
4 (2015). Two sample items were: “*our firm develops and introduces a large number of*
5 *products/services into the international market*”, and “*the new products/services that are*
6 *developed by our firm have a bright international market future*”. The authors measured all
7 independent, mediating, and dependent variables on a five-point Likert scale ranging from 1 =
8 *strongly disagree* to 5 = *strongly agree*.
9

10
11
12
13
14
15
16
17 Four control variables were incorporated in the research model: firm size, firm age,
18 environmental dynamism, and munificence. The authors operationalised firm age and size (number
19 of employees) by computing their natural logarithms (Cruz-González et al. 2014). The study
20 sourced environmental dynamism (five items), which captured volatility, from Miller and Friesen
21 (1982) and Kreiser et al. (2013), and operationalised it on a five-point Likert scale. Finally, the
22 study sourced munificence (four items), which captured industry impact, from Schultz et al. (1995)
23 and Kreiser et al. (2013), also on a five-point Likert scale ranging from 1 = *strongly disagree* to 5
24 = *strongly agree*. The sample items were: the current profitability of the industry, the projected
25 profitability (three years or more) of the industry, and the projected long-term market growth rate
26 (three years and more). All the items adopted in the research were previously validated constructs.
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41

42 **Results and analyses**

43 *Descriptive statistics*

44
45
46
47 Table 2 presents the results of the descriptive statistics, reliability, and validity analyses. All
48 constructs were found to be significantly correlated; in addition, the skewness and kurtosis values
49 (+/-2) of the constructs were found to show that the data were normally distributed (Shapiro and
50 Wilk 1965). The VIF values were found to show that multicollinearity fell below the tolerated
51
52
53
54
55
56
57
58
59
60

1
2
3 threshold (> 5) (Graham 2003). The age of the sample firms ranged from four to nine years, and
4
5 their sizes (numbers of employees) from 16 to 63. Of the manufacturing sector sample firms, 36
6
7 were found to be dealing in steel products, 29 in automobile components, four in building
8
9 materials, 28 in mobile components, and 18 in paper products for manufacturing. Of the service
10
11 sector firms, 41 offered software solutions, 26 auditing & accountancy services, nine tax services,
12
13 and ten market research. The Cronbach's Alpha and composite reliability values were found to be
14
15 higher than 0.70, confirming the internal consistency of the constructs (Hair et al. 2010). In regard
16
17 to validity, the average variance extracted (AVE) values were found to be higher than 0.50, and
18
19 the standard loading values of the items (highlighted in appendix 1) were found to be higher than
20
21 0.60, thus confirming the convergent validity of the constructs (Cable and DeRue 2002). The
22
23 square root of the AVE values of the constructs were found to be higher than the corresponding
24
25 constructs, and the AVE values to be higher than the maximum shared variance values of the
26
27 constructs, therefore confirming the discriminant validity of the constructs (Fornell and Larcker
28
29 1981).
30
31
32
33
34

35 **[Insert Table 2 here]**
36
37

38 *Common method variance*

39
40
41 To examine the effects of common method variance (CMV), the study followed Chang et al.
42
43 (2010) and conducted rigorous tests. The authors had taken qualitative measures to handle CMV
44
45 before performing the statistical analyses. First, during the data collection, the study had included
46
47 in the questionnaire redundant questions that were not to be used in the study. This method
48
49 minimises the simultaneity bias and subsequently the effects of CMV (Chang et al. (2010) Second,
50
51 the study had removed all barriers to psychological separation in order to make the respondents
52
53 unaware of the research goal. These initiatives assisted us in minimising the likelihood of CMV
54
55
56
57
58
59
60

1
2
3 bias. Finally, the authors performed two statistical tests to identify any CMV effects. First, as a
4
5 result of Harman's single factor analysis, the percentage of the variance explained by the first
6
7 component was found to be lower than 50% (18.19%). Second, the results of a single latent factor
8
9 analysis ($\chi^2 = 3,149.274$, $df = 628$, $CMIN/df = 5.014$, $RMSEA = 0.181$, $CFI = 0.405$) differed
10
11 from those of the five-factor confirmatory model ($\chi^2 = 725.716$, $df = 455$, $CMIN/df = 1.59$,
12
13 $RMSEA = 0.049$, $CFI = 0.902$). Therefore, the study concluded that any effects of CMV were
14
15 minimal.
16
17
18
19
20
21

22 *Hypotheses testing*

23
24 Table 3 shows the results of the structural equation modelling performed in AMOS 26. Adequate
25
26 model fit indices were obtained for the measurement and structural models in all mediating and
27
28 moderating analyses. The authors performed bootstrapping with 5,000 re-samples (Weston and
29
30 Gore Jr 2006). Model 1 showed that the IDMC mediates the relationship between explorative
31
32 innovation and commercialisation (total effects: $\beta = 0.440^{**}$, $p < 0.05$) and between exploitative
33
34 innovation and commercialisation (total effects: $\beta = 0.518^{***}$, $p < 0.01$). Hence, H1 and H2 were
35
36 found to be supported. The authors performed an interaction moderation to investigate the role
37
38 played by the breadth and depth of international networks. The results were found to show that
39
40 international network breadth positively moderates the relationship between the IDMC and
41
42 commercialisation ($\beta = 0.035^{**}$, $p = 0.018$), and that international network depth also moderates
43
44 such relationship ($\beta = 0.053^{**}$, $p = 0.001$). Hence, H3 and H4 were also found to be supported.
45
46
47
48
49 Figures 2 and 3 present the graph of the moderating relationships. Finally, the results were also
50
51 found to show that firm size and firm age have non-significant effects on commercialisation ($\beta =$
52
53 0.018 , $p = 0.218$ and $\beta = 0.015$, $p = 0.012$, respectively). Environmental dynamism was found to
54
55
56
57
58
59
60

1
2
3 have a significant negative impact on commercialisation ($\beta = -0.029^{**}$, $p = 0.041$), and
4
5 munificence to have a positive impact on it ($\beta = 0.041^{**}$, $p = 0.046$).
6
7

8 **[Insert Table 3 here]**

9 **[Insert Figure 2 & 3 here]**

10
11
12 *Additional and robustness analyses*

13
14 To validate the original results, rigorous additional and robustness analyses were performed. First,
15
16 the research replaced the dependent variable with international performance from
17
18 commercialisation and re-ran the research model using the same control variables. Table 4 presents
19
20 the results. The additional analyses were found to show that the IDMC mediates the relationship
21
22 between explorative innovation and international performance (total effects: $\beta = 0.294^{**}$, $p <$
23
24 0.05), and between exploitative innovation and international performance (total effects: $\beta =$
25
26 0.318^{**} , $p < 0.05$). In addition, the moderation analysis results were found to show that
27
28 international network breadth positively moderates the relationship between the IDMC and
29
30 international performance ($\beta = 0.023^{**}$, $p = 0.003$), and that international network depth also
31
32 moderates such relationship ($\beta = 0.031^{***}$, $p = 0.001$). In addition, the authors checked the path
33
34 relationship between commercialisation and international performance. The results were found to
35
36 show that the effect of commercialisation on international performance is positive and significant
37
38 ($\beta = 0.179^{***}$, $p < 0.01$). Likewise, the study then performed a reverse causality test from
39
40 international performance to commercialisation, and found a non-significant effect ($\beta = 0.032$, p
41
42 > 0.05).
43
44
45
46
47
48
49

50 Furthermore, the authors also performed multiple regression analyses using mediation
51
52 (5,000 re-samples) and intersection moderation (Baron and Kenny 1986), using SPSS on the
53
54 primary research model. The results show that the IDMC mediates the relationship between
55
56
57
58
59
60

1
2
3 explorative innovation and commercialisation (total effects: 0.317**, $p = 0.031$), and between
4
5 exploitative innovation and commercialisation (total effects: 0.429**, $p = 0.024$). Moreover, the
6
7 moderating effects of breadth and depth of international networks were found to be statistically
8
9 significant (coefficient value: 0.048**, $p = 0.009$; and 0.062**, $p = 0.002$, respectively). The
10
11 effects of firm size, age, and environmental dynamism were found to be non-significant ($p > 0.05$),
12
13 and the effect of munificence to be statistically significant ($p < 0.05$). Hence, the study concluded
14
15 that the results obtained in the primary models were reliable and valid.
16
17
18

19
20 **[Insert Table 4 here]**
21
22

23 *Endogeneity analyses*

24
25
26 This study performed two stringent analyses to examine the presence of any endogeneity in the
27
28 research. First, the authors conducted a missing variable endogeneity analysis¹ by incorporating
29
30 absorptive capacity in the research model. Absorptive capacity is considered a pivotal determinant
31
32 that complements performance outcomes in the international context (Rodríguez-Serrano and
33
34 Martín-Armario 2017). Table 5 presents the results. The analysis did not highlight any significant
35
36 changes in the original results after introducing the new variable. Second, using STATA, the
37
38 authors performed a Heckman second-stage test to check for self-selection bias (Zaefarian et al.
39
40 2017). Table 6 presents the results. In all models, the study found the effects of the Inverse Mills
41
42 Ratio to be non-significant in all second-stage regressions. Therefore, the study confirms that
43
44 endogeneity is not an issue in the research.
45
46
47
48

49 **[Insert Table 5 here]**

50 **[Insert Table 6 here]**
51
52
53

54
55 ¹ By performing missing variable endogeneity analysis, we aimed to identify whether any unobserved factors were
56
57 driving the relationship between the variables under investigation (Hill et al., 2021).
58
59

Discussion and contributions

The authors sought to explore the mechanisms through which the IDMC affects the interplay between IEF product/service commercialisation and explorative and exploitative innovation. In addition, the study investigated the moderating effects of the breadth and depth of an international network on the IDMC-commercialisation relationship. In so doing, the authors provided a holistic understanding of the complex mechanisms underpinning the association between exploratory and exploitative innovation and the commercialisation of products/services. Prior research had taken for granted that firms achieve successful commercialisation if their overall performance increases. However, they had overlooked the fact that successful commercialisation is a fundamental prerequisite to firm performance (Dhewanto and Sohal 2015). The study remedied this omission by empirically examining, as the dependent variable, the commercialisation of products/services resulting from exploratory and exploitative innovation.

The authors explored and validated a mediating-moderating mechanism affecting the relationships between exploratory and exploitative innovation and commercialisation. The examination evaluated the predictive power of the IDMC as a mediator. According to Morgan et al. (2018, p.86), *“In general, understanding of the mediating mechanisms of how marketing capabilities impact firm performance is still in its infancy and remains under-researched in both domestic and international market contexts.”* The study addressed this gap in the literature by establishing that the IDMC positively mediates the relationship between explorative and exploitative innovation and commercialisation, thus finding support for H1 and H2, respectively. These findings back the view that ambidextrous innovation (which involves both exploratory and exploitative aspects) requires a rich IDMC as a vital condition to realise the benefits of any innovation efforts (Buccieri et al. 2020).

1
2
3 As far as the moderations were concerned, the study considered the breadth and the depth of
4 an international network's impact on the relationship between the IDMC and commercialisation.
5
6 Marketing scholars seem to be reluctant to examine moderation in the relationship between the
7
8 IDMC and international performance. Those who did study such contingencies extensively
9
10 examined market turbulence, institutional factors—such as organisational structures, inter-
11
12 functional integration, and ownership type—and country-specific macro-environmental factors as
13
14 moderators (Morgan et al., 2018). However, the study challenge those findings by establishing
15
16 the interaction effect of the breadth and depth of international networks and the IDMC on the
17
18 commercialisation of products/services. The findings provided support for H3 and H4,
19
20 respectively. In the additional analyses, the study also evidenced that the breadth and depth of
21
22 international networks, along with the IDMCs, significantly enhance the international performance
23
24 of firms. The authors echoed Xiao et al. (2020) by explaining the utility of the breadth and depth
25
26 of international networks and how they can enhance the performance of an organisation in an
27
28 international context. Below, the study presents the theoretical contributions made by the study on
29
30 the basis of the results obtained.
31
32

33 *Theoretical contributions*

34
35 First, following the DC theory of IEFs (Teece 2014), the findings evidence the existence of an
36
37 intervening mechanism of the IDMC in the relationships between explorative and exploitative
38
39 innovation and commercialisation. This advances the logic of the DC theory by legitimising it in
40
41 relation to research on the commercialisation of products/services, prioritising the IDMC. The
42
43 findings also extend the extant research by unveiling why entrepreneurial firms operating beyond
44
45 their own national borders must build a strong DC specific to the international market in order to
46
47 commercialise any innovative products/services stemming from exploratory and exploitative
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 innovation (Buccieri et al. 2020), and achieve performance outcomes (Mostafiz et al., 2022). On
4 this basis, the authors developed a critical understanding of how IEFs generate economic value
5
6 from ‘exploratory and exploitative innovation’ by nurturing the IDMC.
7
8

9
10 Second, by examining the international dimension of the IDMC as the vantage point, and
11 by demonstrating its significance in relation to the commercialisation of products/services
12 stemming from exploratory and exploitative innovation, the study provides critical insights to the
13 international marketing literature. Unlike the marketing capability, which is narrowly focussed on
14 marketing sensing and customer trends, the authors conceptualised the IDMC as a functional DC
15 linked to the three cross-border-operational processes that are pivotal for IEFs to nurture and
16 successfully commercialise innovative products/services. Hence, the findings are in line with those
17 of Falasca et al. (2017), Mitreğa (2019), and Mitreğa et al. (2022), who emphasized the need for
18 an IDMC specifically crafted for firms operating globally, rather than a general marketing
19 capability. According to Buccieri et al. (2020, p. 3), “*dynamic marketing capabilities are*
20 *distinctive from traditional marketing capabilities in that they are comprised of elements of*
21 *marketing resource reconfigurations and capability enhancement.*” Even international new
22 ventures with innovative offerings are thought to possess marketing capabilities distinct from
23 traditional ones (Weerawardena 2003). Despite this, by conducting a review of the research on
24 marketing capabilities, Morgan et al. (2018) showed how the IDMC is marginally represented in
25 the literature. Additionally, as empirical research on the IDMC is still in its early stages (Mitreğa,
26 2020), future studies could evaluate marketing capabilities in ways suited to enrich the DC
27 perspective (Hoque et al., 2021). IE scholars also point towards the importance of examining the
28 DCs specific to the early stages of the internationalisation of entrepreneurial firms (Cavusgil and
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Knight, 2015). In this study, the authors responded to these calls by examining the DMC in an
4 international context; particularly in that of resource-constrained IEFs.
5
6

7
8 Third, the study offers critical insights into the role played by the moderation of
9 international network breadth and depth in the relationship between the IDMC and
10 commercialisation. Although, in the analysis, the IDMC emerges as a strong predictor of
11 commercialisation and international performance, its effects become much stronger when the
12 breadth and depth aspects of international networking are considered. The evidence suggests that
13 IEFs are embedded in a series of networks with external parties and that they leverage those
14 networks to enhance their resource and knowledge bases (Loane and Bell 2006). Moreover, Xiao
15 et al. (2020, p.615) concluded that *“the ability to network extensively and broadly with their global
16 partners increases firms’ capability of accessing new and valuable technological knowledge and
17 skills”*, which thereby may fuel the IDMC’s ability to strongly influence the commercialisation of
18 products/services. Furthermore, Love et al. (2014) underscored the performance implications of
19 networking breadth in terms of generating innovation outputs. The findings advance this stream of
20 literature by demonstrating the reinforcing effect of the breadth and depth of international networks
21 on the IDMC and commercialisation relationship. The findings enable us to infer that a moderation
22 is required to fully realise the value creation process of a marketing capability, and the IDMC is
23 no exception.
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43

44 Finally, emerging economies are highly competitive (Fang and Zou, 2009; Hanssens and
45 Pauwels, 2016) and failure to successfully commercialise their products/services can have fatal
46 consequences for Malaysian IEFs (Mostafiz et al., 2022). The authors propose a novel solution to
47 this dissension. The study also makes rich contributions to the literature through the additional
48 analyses. For instance, through such analyses, the authors demonstrated that the IDMC plays a
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 mediating role between explorative and exploitative innovation and international performance;
4
5 followed by the positive moderating effects of international network breadth and depth on the
6
7 relationship between the IDMC and international IEF performance. These findings extend the logic
8
9 of DC theory to the international context by validating the assumption that the availability and
10
11 application of resources are building blocks of a firm's IDMC in understanding and fulfilling the
12
13 needs of foreign market customers better than the competition (Morgan et al., 2018). Moreover,
14
15 the findings extend the literature on the impact of the DMC on firm performance. For example,
16
17 Xu et al. (2018) offered empirical evidence of the important effect exerted by the DMC on firm
18
19 innovation performance. The findings from additional analyses also extend the work of Buccieri
20
21 et al. (2020) by establishing the performance implications of the IDMC for IEFs. Last but not the
22
23 least, the study evidenced the positive interplay that occurred in the sample between
24
25 commercialisation and international performance. This implies that the successful
26
27 commercialisation of products/services is a vital precondition upon which firms must rely to
28
29 achieve any desired outcomes from their own innovative efforts. Specifically, entrepreneurial
30
31 firms engaged in cross-border activities do not have the luxury of securing international
32
33 performance without the successful commercialisation of their innovative products/services. This
34
35 finding suggests that, by not considering commercialisation in explaining firm international
36
37 performance, past research was affected by omitted variable bias, and thus provided limited
38
39 insights. The authors thus urges future researchers to consider commercialisation as a prerequisite
40
41 to firm performance.
42
43
44
45
46
47
48

49 *Managerial implications*

50
51 The study offers rich implications to the practitioners of IEFs. First, managers should carefully
52
53 monitor the pace of commercialisation by sensibly managing explorative and exploitative
54
55
56
57
58
59
60

1
2
3 innovation to ensure the timely market availability of products/services and attain a competitive
4 position in the market. For example, TSMC, a top semiconductor manufacturer, utilised its
5 international DCs to stay competitive by establishing local R&D centres (e.g., in Taiwan, the US,
6 Japan, and China) to the end of developing innovative products tailored to each region's unique
7 demands; this enabled it to maintain its leadership position in the global market (Rasiah et al.
8 2016). In addition, managers should carefully match each product/service to the right market
9 segment through a rich IDMC. As the possession of innovative products/services stemming from
10 exploratory and exploitative innovation is not sufficient in itself, any commercialisation or
11 performance objective can be achieved when a firm possess an efficacious IDMC. For instance,
12 through its IDMC, Uber adapted its business model and marketing approach to the specific needs
13 of each market, appealing to local clients while maintaining a consistent global brand identity (e.g.,
14 accepting cash payments in India, text message bookings in Arizona, or 30 days advanced pre-
15 bookings considering business customers). The implications are not also limited to Malaysian
16 IEFs. In similar markets—such as those of Indonesia, Thailand, and Vietnam—in which IEFs are
17 also part of global value chains, managers also need to pay special attention to nurturing the IDMC
18 while seeing off the competition by successfully commercialising their own products/services. It
19 would also be useful for managers to focus on extending their firms' international networks'
20 breadth and depth to seek new international partners, identify new markets, develop new
21 channels—such as distribution, logistics, advertisement—and create new road maps for successful
22 strategic implementation for better performance. For instance, in their study of a Pakistani
23 motorcycle parts supplier collaborating with top Japanese and Chinese motorcycle assemblers,
24 Khan et al. (2018) suggested that international networking is important as a balancing strategy to
25 upgrade firms' capabilities to create both exploratory and exploitative innovation. Furthermore,
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Ivarsson and Alvstam's (2011) case study demonstrated how IKEA manages and distributes its
4 resources throughout its network (e.g., through sourcing, business intelligence, management
5 systems, and business policies) in order to enhance its value proposition and foster innovation
6 capabilities. As the findings evidence the relevance of the breadth and depth of international
7 networks in securing successful commercialisation and strong international performance, the
8 managers of IEFs should not engage in the IDMC in isolation; they should rely on both the breadth
9 and depth of their firms' international networks to alter the cost-benefit balance of the IDMC by
10 partnering with global parties, thereby avoiding the positioning of innovative products/services in
11 unsuitable market segments. The IEF's global partners can assist them with valuable knowledge
12 and by recognising any favourable opportunities to penetrate the international market. In addition,
13 policymakers should take steps to enhance the institutional support for IEFs in expanding
14 international operations. To counter the IEFs' liability of newness and lack of wealthy network
15 partners (Jones et al. 2021), the Malaysian Government should play an active role in supporting
16 the partnering of such firms with global parties by devising suitable industrial policies (Khan et al.
17 2016). Such policies could include support for innovation, financial support for international
18 association, the organisation of business conferences, the minimisation of the bureaucracy
19 involved in foreign investment, multilateral foreign trading agreements, and the encouragement of
20 international entrepreneurial activities.

21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 **Limitations and future research**

46 The findings should be interpreted in the light of several limitations. First, as they may be
47 dependent on firm types, the findings could be tested on entrepreneurial and non-entrepreneurial
48 firms, which would provide additional insights. Second, it could be argued that international
49 networking breadth and depth can be predictors of the DMC and/or commercialisation, an aspect
50
51
52
53
54
55
56
57
58
59
60

1
2
3 the study did not consider in the analyses. As networking serves as a basis for knowledge and
4 resource acquisition (Prashantham and Dhanaraj 2010, Love et al. 2014), it can affect capability
5 development and innovation performance (Xiao et al. 2020). Third, the mediators, the IDMC, the
6 moderators, and international network breadth and depth in relation to the relationship between
7 exploratory and exploitative innovation and commercialisation are by no means exhaustive. Thus,
8 future studies could incorporate more mediators in the model to further test the robustness of the
9 theoretical prediction (Wang et al. 2013c). Fourth, the study drew the sample firms from a single
10 emerging economy. As the evidence suggests that considerable differences are in play among
11 developing economies in terms of their industrial, economic, institutional, and social aspects, it
12 would be imperative to ascertain whether the findings are applicable to other emerging or
13 developing economies (Konwar et al. 2017). Finally, the study's cross-sectional design limits its
14 ability to fully uncover the mechanism through which the IDMC affects exploratory and
15 exploitative innovation and commercialisation. Future studies could thus adopt a longitudinal
16 research design, given that the impact of the IDMC on commercialisation or international
17 performance takes time to materialise.
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39

40 References

- 41 Aarikka-Stenroos, L. and Sandberg, B. (2012), "From new-product development to
42 commercialization through networks", *Journal of Business Research*, Vol. 65 No. 2, pp.
43 198-206.
44
45 Acosta, A.S., Crespo, Á.H. and Agudo, J.C. (2018), "Effect of market orientation, network
46 capability and entrepreneurial orientation on international performance of small and
47 medium enterprises (SMEs)", *International Business Review*, Vol. 27 No. 6, pp. 1128-40.
48
49 Aljanabi, A.R.A. (2020), "The role of innovation capability in the relationship between
50 marketing capability and new product development: evidence from the
51 telecommunication sector", *European Journal of innovation management*, Vol. 25 No. 1,
52 pp. 73-94.
53
54 Ardito, L. and Petruzzelli, A.M. (2017), "Breadth of external knowledge sourcing and product
55 innovation: the moderating role of strategic human resource practices", *European
56 Management Journal*, Vol. 35 No. 2, pp. 261-72.
57
58
59
60

- 1
2
3 Armstrong, J.S. and Overton, T.S. (1977), "Estimating nonresponse bias in mail surveys",
4 *Journal of Marketing Research*, Vol. 14 No. 3, pp. 396-402.
- 5 Asseraf, Y., Lages, L.F. and Shoham, A. (2018), "Assessing the drivers and impact of
6 international marketing agility", *International Marketing Review*, Vol. 30 No. 2, pp. 289-
7 315.
- 8
9 Athukorala, P.C. and Narayanan, S. (2018), "Economic corridors and regional development: The
10 Malaysian experience", *World Development*, Vol. 106, pp. 1-14.
- 11 Bargoni, A., Jabeen, F., Santoro, G. and Ferraris, A. (2023), "Growth hacking and international
12 dynamic marketing capabilities: a conceptual framework and research propositions",
13 *International Marketing Review*.
- 14
15 Barney, J. (1991), "Firm resources and sustained competitive advantage.", *Journal of*
16 *Management*, Vol. 17 No. 1, pp. 99-120.
- 17 Barney, J.B., Ketchen Jr, D.J. and Wright, M. (2021), "Resource-based theory and the value
18 creation framework", *Journal of Management*, Vol. 47 No. 7, pp. 1936-55.
- 19 Baron, R.M. and Kenny, D.A. (1986), "The moderator–mediator variable distinction in social
20 psychological research: Conceptual, strategic, and statistical considerations", *Journal of*
21 *personality and social psychology*, Vol. 51 No. 6, pp. 1173.
- 22
23 Barrales-Molina, V., Martínez-López, F.J. and Gázquez-Abad, J.C. (2014), "Dynamic marketing
24 capabilities: Toward an integrative framework", *International Journal of Management*
25 *Reviews*, Vol. 16 No. 4, pp. 397-416.
- 26 Barreto, I. (2010), "Dynamic capabilities: A review of past research and an agenda for the
27 future", *Journal of Management*, Vol. 36 No. 1, pp. 256-80.
- 28 Bayona-Saez, C., Cruz-Cázares, C., García-Marco, T. and García, M.S. (2017), "Open
29 innovation in the food and beverage industry", *Management Decision*, Vol. 55 No. 3, pp.
30 526-46.
- 31
32 Benner, M.J. and Tushman, M.L. (2003), "Exploitation, exploration, and process management:
33 The productivity dilemma revisited", *Academy of management review*, Vol. 28 No. 2, pp.
34 238-56.
- 35 Bertello, A., Battisti, E., De Bernardi, P. and Bresciani, S. (2022), "An integrative framework of
36 knowledge-intensive and sustainable entrepreneurship in entrepreneurial ecosystems",
37 *Journal of Business Research*, Vol. 142, pp. 683-93.
- 38
39 Božič, K. and Dimovski, V. (2019), "Business intelligence and analytics use, innovation
40 ambidexterity, and firm performance: A dynamic capabilities perspective", *The Journal*
41 *of Strategic Information Systems*, Vol. 28 No. 4, pp. 101578.
- 42 Brouthers, K.D. (2013), "A retrospective on: Institutional, cultural and transaction cost
43 influences on entry mode choice and performance", *Journal of International Business*
44 *Studies*, Vol. 44 No. 1, pp. 14-22.
- 45
46 Bruni, D.S. and Verona, G. (2009), "Dynamic marketing capabilities in Science-based firms: An
47 exploratory investigation of the pharmaceutical industry", *British Journal of*
48 *Management*, Vol. 20, pp. S101-S17.
- 49 Buccieri, D., Javalgi, R.G. and Cavusgil, E. (2020), "International new venture performance:
50 Role of international entrepreneurial culture, ambidextrous innovation, and dynamic
51 marketing capabilities", *International Business Review*, Vol. 29 No. 101639.
- 52
53 Cable, D.M. and DeRue, D.S. (2002), "The convergent and discriminant validity of subjective fit
54 perceptions", *Journal of applied psychology*, Vol. 87 No. 5, pp. 875.
- 55
56
57
58
59
60

- 1
2
3 Calantone, R. and Rubera, G. (2012), "When Should RD&E and Marketing Collaborate? The
4 Moderating Role of Exploration–Exploitation and Environmental Uncertainty", *Journal*
5 *of Product Innovation Management*, Vol. 29 No. 1, pp. 144-57.
- 6 Castaneda, D.I. and Cuellar, S. (2020), "Knowledge sharing and innovation: A systematic
7 review", *Knowledge and Process Management*, Vol. 27 No. 3, pp. 159-73.
- 8 Chang, S.J., Van Witteloostuijn, A. and Eden, L. (2010), "From the editors: Common method
9 variance in international business research", *Journal of International Business Studies*,
10 Vol. 41 No. 2, pp. 178-84.
- 11 Chao, M.C.-H. and Kumar, V. (2010), "The impact of institutional distance on the international
12 diversity–performance relationship", *Journal of World Business*, Vol. 45 No. 1, pp. 93-
13 103.
- 14 Chatterjee, S., Chaudhuri, R. and Vrontis, D. (2022), "Examining the marketing performance of
15 the firms from an international dynamic marketing capability perspective: moderating
16 role of marketing leadership team", *International Marketing Review*, No. ahead-of-print.
- 17 Chen, M.-J., Michel, J.G. and Lin, W. (2021), "Worlds apart? Connecting competitive dynamics
18 and the resource-based view of the firm", *Journal of Management*, Vol. 47 No. 7, pp.
19 1820-40.
- 20 Chiang, Y.H. and Hung, K.P. (2010), "Exploring open search strategies and perceived innovation
21 performance from the perspective of inter-organizational knowledge flows", *R&D*
22 *Management*, Vol. 40 No. 3, pp. 292-99.
- 23 Chong, P., Ong, T., Abdullah, A. and Choo, W. (2019), "Internationalisation and innovation on
24 balanced scorecard (BSC) among Malaysian small and medium enterprises (SMEs)",
25 *Management Science Letters*, Vol. 9 No. 10, pp. 1617-32.
- 26 Ciravegna, L., Majano, S.B. and Zhan, G. (2014), "The inception of internationalization of small
27 and medium enterprises: The role of activeness and networks", *Journal of Business*
28 *Research*, Vol. 67 No. 6, pp. 1081-89.
- 29 Crittenden, V.L., Crittenden, W.F., Ferrell, L.K., Ferrell, O.C. and Pinney, C.C. (2011), "Market-
30 oriented sustainability: a conceptual framework and propositions", *Journal of the*
31 *academy of marketing science*, Vol. 39 No. 1, pp. 71-85.
- 32 Cruz-González, J., López-Sáez, P., Navas-López, J.E. and Delgado-Verde, M. (2014),
33 "Directions of external knowledge search: investigating their different impact on firm
34 performance in high-technology industries", *Journal of Knowledge Management*, Vol. 18
35 No. 5, pp. 847-66.
- 36 Cruz-González, J., López-Sáez, P., Navas-López, J.E. and Delgado-Verde, M. (2015), "Open
37 search strategies and firm performance: The different moderating role of technological
38 environmental dynamism", *Technovation*, Vol. 35, pp. 32-45.
- 39 Cui, T., Ye, H., Teo, H.H. and Li, J. (2015), "Information technology and open innovation: A
40 strategic alignment perspective", *Information & Management*, Vol. 52 No. 3, pp. 348-58.
- 41 Dahlquist, S.H. (2021), "How green product demands influence industrial buyer/seller
42 relationships, knowledge, and marketing dynamic capabilities", *Journal of Business*
43 *Research*, Vol. 136, pp. 402-13.
- 44 Davidsson, P. and Honig, B. (2003), "The role of social and human capital among nascent
45 entrepreneurs", *Journal of business venturing*, Vol. 18 No. 3, pp. 301-31.
- 46 Demirbag, M. and Glaister, K.W. (2010), "Factors Determining Offshore Location Choice for
47 R&D Projects: A Comparative Study of Developed and Emerging Regions", *Journal of*
48 *Management Studies*, Vol. 47 No. 8, pp. 1534-60.
- 49
50
51
52
53
54
55
56
57
58
59
60

- 1
2
3 Dhewanto, W. and Sohal, A.S. (2015), "The relationship between organisational orientation and
4 research and development/technology commercialisation performance", *R&D*
5 *Management*, Vol. 45 No. 4, pp. 339-60.
- 6
7 Easterby-Smith, M. and Prieto, I.M. (2008), "Dynamic capabilities and knowledge management:
8 an integrative role for learning?", *British Journal of Management*, Vol. 19 No. 3, pp. 235-
9 49.
- 10
11 Eerme, T. and Nummela, N. (2019), "Capitalising on knowledge from big-science centres for
12 internationalisation", *International Marketing Review*, Vol. 36 No. 1, pp. 108-30.
- 13
14 Eisenhardt, K.M. and Martin, J.A. (2022), "Dynamic capabilities: what are they?", *Strategic*
15 *Management Journal*, Vol. 21 No. 10-11, pp. 1105-21.
- 16
17 Elango, B. and Pattnaik, C. (2013), "Response strategies of local firms to import competition in
18 emerging markets", *Journal of Business Research*, Vol. 66 No. 12, pp. 2460.
- 19
20 Ellis, P.D. (2011), "Social ties and international entrepreneurship: Opportunities and constraints
21 affecting firm internationalization", *Journal of International Business Studies*, Vol. 42
22 No. 1, pp. 99-127.
- 23
24 Evers, N., Andersson, S. and Hannibal, M. (2012), "Stakeholders and marketing capabilities in
25 international new ventures: Evidence from Ireland, Sweden, and Denmark", *Journal of*
26 *International Marketing*, Vol. 20 No. 4, pp. 46-71.
- 27
28 Fabrizio, C.M., Kaczam, F., de Moura, G.L., da Silva, L.S.C.V., da Silva, W.V. and da Veiga,
29 C.P. (2022), "Competitive advantage and dynamic capability in small and medium-sized
30 enterprises: a systematic literature review and future research directions", *Review of*
31 *Managerial Science*, Vol. 16 No. 3, pp. 617-48.
- 32
33 Falahat, M., Knight, G. and Alon, I. (2018), "Orientations and capabilities of born global firms
34 from emerging markets", *International Marketing Review*, Vol. 35 No. 6, pp. 936-57.
- 35
36 Falahat, M., Soto-Acosta, P. and Ramayah, T. (2021), "Analysing the importance of international
37 knowledge, orientation, networking and commitment as entrepreneurial culture and
38 market orientation in gaining competitive advantage and international performance",
39 *International Marketing Review*.
- 40
41 Falasca, M., Zhang, J., Conchar, M. and Li, L. (2017), "The impact of customer knowledge and
42 marketing dynamic capability on innovation performance: an empirical analysis",
43 *Journal of Business & Industrial Marketing*, Vol. 32 No. 7, pp. 901-12.
- 44
45 Fang, E.E. and Zou, S. (2009), "Antecedents and consequences of marketing dynamic
46 capabilities in international joint ventures", *Journal of International Business Studies*,
47 Vol. 40 No. 5, pp. 742-61.
- 48
49 Farzaneh, M., Wilden, R., Afshari, L. and Mehralian, G. (2022), "Dynamic capabilities and
50 innovation ambidexterity: The roles of intellectual capital and innovation orientation",
51 *Journal of Business Research*, Vol. 148, pp. 47-59.
- 52
53 Ferreras-Méndez, J.L., Newell, S., Fernández-Mesa, A. and Alegre, J. (2015), "Depth and
54 breadth of external knowledge search and performance: The mediating role of absorptive
55 capacity", *Industrial Marketing Management*, Vol. 47, pp. 86-97.
- 56
57 Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable
58 variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-
59 50.
- 60
61 Freeman, R.E., Dmytriyev, S.D. and Phillips, R.A. (2021), "Stakeholder theory and the resource-
62 based view of the firm", *Journal of Management*, Vol. 47 No. 7, pp. 1757-70.

- 1
2
3 Fu, L., Liu, Z. and Liao, S. (2018), "Is distributed leadership a driving factor of innovation
4 ambidexterity? An empirical study with mediating and moderating effects", *Leadership
5 & Organization Development Journal*.
- 6 Glavas, C., Mathews, S. and Russell-Bennett, R. (2019), "Knowledge acquisition via internet-
7 enabled platforms: Examining incrementally and non-incrementally internationalizing
8 SMEs", *International Marketing Review*, Vol. 36 No. 1, pp. 74-107.
- 9 Gnizy, I. (2019), "The role of inter-firm dispersion of international marketing capabilities in
10 marketing strategy and business outcomes", *Journal of Business Research*, Vol. 105, pp.
11 214-26.
- 12 Gnizy, I., E. Baker, W. and Grinstein, A. (2014), "Proactive learning culture: A dynamic
13 capability and key success factor for SMEs entering foreign markets", *International
14 Marketing Review*, Vol. 31 No. 5, pp. 477-505.
- 15 Gölgeci, I., Ferraris, A., Arslan, A. and Tarba, S.Y. (2019), "European MNE subsidiaries'
16 embeddedness and innovation performance: Moderating role of external search depth and
17 breadth", *Journal of Business Research*, Vol. 102, pp. 97-108.
- 18 Golgeci, I. and Gligor, D.M. (2017), "The interplay between key marketing and supply chain
19 management capabilities: the role of integrative mechanisms", *Journal of Business &
20 Industrial Marketing*.
- 21 Golini, R. and Gualandris, J. (2018), "An empirical examination of the relationship between
22 globalization, integration and sustainable innovation within manufacturing networks",
23 *International Journal of Operations & Production Management*, Vol. 38 No. 3, pp. 874-
24 94.
- 25 González-Moreno, Á., Triguero, Á. and Sáez-Martínez, F.J. (2019), "Many or trusted partners
26 for eco-innovation? The influence of breadth and depth of firms' knowledge network in
27 the food sector", *Technological Forecasting and Social Change*, Vol. 147, pp. 51-62.
- 28 Graham, M.H. (2003), "Confronting multicollinearity in ecological multiple regression. ",
29 *Ecology*, Vol. 84 No. 11, pp. 2809-15.
- 30 Grimpe, C. and Kaiser, U. (2010), "Balancing internal and external knowledge acquisition: the
31 gains and pains from R&D outsourcing", *Journal of Management Studies*, Vol. 47 No. 8,
32 pp. 1483-509.
- 33 Guide, V.D.R. and Ketokivi, M. (2015), "Notes from the Editors: Redefining some
34 methodological criteria for the journal", *Journal of Operations Management*, Vol. 37 No.
35 1, pp. 5-8.
- 36 Hair, J.F., Anderson, R.E., Babin, B.J. and Black, W.C. (2010), *Multivariate data analysis: A
37 global perspective* Upper Saddle River, NJ: Pearson.
- 38 Hanssens, D.M. and Pauwels, K.H. (2016), "Demonstrating the value of marketing", *Journal of
39 Marketing*, Vol. 80 No. 6, pp. 173-90.
- 40 He, Z.-L. and Wong, P.-K. (2004), "Exploration vs. exploitation: An empirical test of the
41 ambidexterity hypothesis", *Organization science*, Vol. 15 No. 4, pp. 481-94.
- 42 Hewett, K., Hult, G.T.M., Mantrala, M.K., Nim, N. and Pedada, K. (2022), "Cross-border
43 marketing ecosystem orchestration: A conceptualization of its determinants and boundary
44 conditions", *International Journal of Research in Marketing*, Vol. 39 No. 2, pp. 619-38.
- 45 Hilmersson, M. and Jansson, H. (2012), "International network extension processes to
46 institutionally different markets: Entry nodes and processes of exporting SMEs",
47 *International Business Review*, Vol. 21 No. 4, pp. 682-93.
- 48
49
50
51
52
53
54
55
56
57
58
59
60

- 1
2
3 Hodgkinson, I.R., Hughes, P. and Arshad, D. (2016), "Strategy development: Driving
4 improvisation in Malaysia", *Journal of World Business*, Vol. 51 No. 2, pp. 379-90.
- 5 Hohenthal, J., Johanson, J. and Johanson, M. (2015), "Network knowledge and business-
6 relationship value in the foreign market", in *Knowledge, networks and power*, Springer,
7 pp. 187-224.
- 8
9 Hoque, M.T., Ahammad, M.F., Tzokas, N. and Gabay, G. (2021), "Dimensions of dynamic
10 marketing capability and export performance", *Journal of Knowledge Management*, Vol.
11 25 No. 5, pp. 1219-40.
- 12 Hoque, M.T., Nath, P., Ahammad, M.F., Tzokas, N. and Yip, N. (2022), "Constituents of
13 dynamic marketing capability: Strategic fit and heterogeneity in export performance",
14 *Journal of Business Research*, Vol. 144, pp. 1007-23.
- 15
16 Hsu, L.C. and Wang, C.H. (2012), "Clarifying the effect of intellectual capital on performance:
17 the mediating role of dynamic capability", *British Journal of Management*, Vol. 23 No. 2,
18 pp. 179-205.
- 19
20 Ivarsson, I. and Alvstam, C.G. (2010), "Upgrading in global value-chains: a case study of
21 technology-learning among IKEA-suppliers in China and Southeast Asia", *Journal of*
22 *Economic Geography*, Vol. 11 No. 4, pp. 731-52.
- 23
24 Jakhar, S.K., Mangla, S.K., Luthra, S. and Kusi-Sarpong, S. (2018), "When stakeholder pressure
25 drives the circular economy: Measuring the mediating role of innovation capabilities",
26 *Management Decision*.
- 27
28 Jane Zhao, Z. and Anand, J. (2009), "A multilevel perspective on knowledge transfer: evidence
29 from the Chinese automotive industry", *Strategic management journal*, Vol. 30 No. 9, pp.
30 959-83.
- 31
32 Jiang, W., Chai, H., Shao, J. and Feng, T. (2018), "Green entrepreneurial orientation for
33 enhancing firm performance: A dynamic capability perspective", *Journal of cleaner*
34 *production*, Vol. 198, pp. 1311-23.
- 35
36 Joensuu-Salo, S., Sorama, K., Viljamaa, A. and Varamäki, E. (2018), "Firm Performance among
37 Internationalized SMEs: The Interplay of Market Orientation, Marketing Capability and
38 Digitalization", *Administrative Sciences*, Vol. 8 No. 3, pp. 31.
- 39
40 Johanson, J. and Vahlne, J.-E. (2009), "The Uppsala internationalization process model revisited:
41 From liability of foreignness to liability of outsidership", *Journal of International*
42 *Business Studies*, Vol. 40 No. 9, pp. 1411-31.
- 43
44 Jones, P., Huxtable-Thomas, L., Hannon, P., Hamidon, S. and Mohd Tawil, N. (2021),
45 "Introduction to entrepreneurial activity in Malaysia: a country-level perspective", in
46 *Entrepreneurial Activity in Malaysia*, Palgrave Macmillan, Cham.
- 47
48 Ju, M., Jin, J.L. and Zhou, K.Z. (2018), "How can international ventures utilize marketing
49 capability in emerging markets? Its contingent effect on new product development",
50 *Journal of International Marketing*, Vol. 26 No. 4, pp. 1-17.
- 51
52 Kachouie, R., Mavondo, F. and Sands, S. (2018), "Dynamic marketing capabilities view on
53 creating market change", *European Journal of Marketing*, Vol. 52 No. 5/6, pp. 1007-36.
- 54
55 Kalaignanam, K., Tuli, K.R., Kushwaha, T., Lee, L. and Gal, D. (2021), "Marketing agility: The
56 concept, antecedents, and a research agenda", *Journal of Marketing*, Vol. 85 No. 1, pp.
57 35-58.
- 58
59 Kale, P. and Singh, H. (2007), "Building firm capabilities through learning: the role of the
60 alliance learning process in alliance capability and firm-level alliance success", *Strategic*
management journal, Vol. 28 No. 10, pp. 981-1000.

- 1
2
3 Kaleka, A. and Morgan, N.A. (2019), "How marketing capabilities and current performance
4 drive strategic intentions in international markets", *Industrial Marketing Management*,
5 Vol. 78, pp. 108-21.
6
7 Kano, L., Tsang, E.W.K. and Yeung, H.W.-c. (2020), "Global value chains: A review of the
8 multi-disciplinary literature", *Journal of International Business Studies*, Vol. 51 No. 4,
9 pp. 577-622.
10
11 Karamanos, A.G. (2012), "Leveraging micro- and macro-structures of embeddedness in alliance
12 networks for exploratory innovation in biotechnology", *R&D Management*, Vol. 42 No.
13 1, pp. 71-89.
14
15 Katila, R. and Ahuja, G. (2002), "Something old, something new: A longitudinal study of search
16 behavior and new product introduction", *Academy of management journal*, Vol. 45 No. 6,
17 pp. 1183-94.
18
19 Khan, Z. and Lew, Y.K. (2018), "Post-entry survival of developing economy international new
20 ventures: A dynamic capability perspective", *International Business Review*, Vol. 27 No.
21 1, pp. 149-60.
22
23 Khan, Z., Lew, Y.K. and Akhtar, P. (2016), "The influence of industrial policy and national
24 systems of innovation on emerging economy suppliers' learning capability", *Industry and
25 Innovation*, Vol. 23 No. 6, pp. 512-30.
26
27 Khan, Z., Rao-Nicholson, R. and Tarba, S.Y. (2018), "Global networks as a mode of balance for
28 exploratory innovations in a late liberalizing economy", *Journal of World Business*, Vol.
29 53 No. 3, pp. 392-402.
30
31 Kim, D., Cavusgil, S.T. and Cavusgil, E. (2013), "Does IT alignment between supply chain
32 partners enhance customer value creation? An empirical investigation", *Industrial
33 Marketing Management*, Vol. 42 No. 6, pp. 880-89.
34
35 Kim, N. and Atuahene-Gima, K. (2010), "Using exploratory and exploitative market learning for
36 new product development", *Journal of Product Innovation Management*, Vol. 27 No. 4,
37 pp. 519-36.
38
39 Knight, G.A. and Cavusgil, S.T. (2004), "Innovation, organizational capabilities, and the born-
40 global firm", *Journal of International Business Studies*, Vol. 35, pp. 124-41.
41
42 Konwar, Z., Papageorgiadis, N., Ahammad, M.F., Tian, Y., McDonald, F. and Wang, C. (2017),
43 "Dynamic marketing capabilities, foreign ownership modes, sub-national locations and
44 the performance of foreign affiliates in developing economies", *International Marketing
45 Review*, Vol. 34 No. 5, pp. 674-704.
46
47 Kotabe, M., Martin, X. and Domoto, H. (2003), "Gaining from vertical partnerships: knowledge
48 transfer, relationship duration, and supplier performance improvement in the US and
49 Japanese automotive industries", *Strategic management journal*, Vol. 24 No. 4, pp. 293-
50 316.
51
52 Krasnikov, A. and Jayachandran, S. (2008), "The relative impact of marketing, research-and-
53 development, and operations capabilities on firm performance", *Journal of Marketing*,
54 Vol. 72 No. 4, pp. 1-11.
55
56 Kraus, S., Ambos, T.C., Eggers, F. and Cesinger, B. (2015), "Distance and perceptions of risk in
57 internationalization decisions", *Journal of Business Research*, Vol. 68 No. 7, pp. 1501-
58 05.
59
60 Kreiser, P.M., Marino, L.D., Kuratko, D.F. and Weaver, K.M. (2013), "Disaggregating
entrepreneurial orientation: the non-linear impact of innovativeness, proactiveness and
risk-taking on SME performance", *Small Business Economics*, Vol. 40 No. 2, pp. 273-91.

- 1
2
3 Laursen, K. and Salter, A. (2006), "Open for innovation: the role of openness in explaining
4 innovation performance among UK manufacturing firms", *Strategic management*
5 *journal*, Vol. 27 No. 2, pp. 131-50.
- 6
7 Lee, R.P., Naylor, G. and Chen, Q. (2011), "Linking customer resources to firm success: The
8 role of marketing program implementation", *Journal of Business Research*, Vol. 64 No.
9 4, pp. 394-400.
- 10
11 Lee, Y.Y. and Falahat, M. (2019), "The impact of digitalization and resources on gaining
12 competitive advantage in international markets: Mediating role of marketing, innovation
13 and learning capabilities", *Technology Innovation Management Review*, Vol. 9 No. 11,
14 pp. 26-38.
- 15
16 Leiponen, A. (2012), "The benefits of R&D and breadth in innovation strategies: a
17 comparison of Finnish service and manufacturing firms", *Industrial and Corporate*
18 *Change*, Vol. 21 No. 5, pp. 1255-81.
- 19
20 Leiponen, A. and Helfat, C.E. (2010), "Innovation objectives, knowledge sources, and the
21 benefits of breadth", *Strategic management journal*, Vol. 31 No. 2, pp. 224-36.
- 22
23 Lessard, D., Teece, D.J. and Leih, S. (2016), "The dynamic capabilities of Meta-multinationals",
24 *Global Strategy Journal*, Vol. 6 No. 3, pp. 211-24.
- 25
26 Li, J.J., Poppo, L. and Zhou, K.Z. (2008), "Do managerial ties in China always produce value?
27 Competition, uncertainty, and domestic vs. foreign firms", *Strategic Management*
28 *Journal*, Vol. 29 No. 4, pp. 383-400.
- 29
30 Lichtenthaler, U. (2008), "Open innovation in practice: an analysis of strategic approach to
31 technology transactions", *IEEE Transactions on Engineering Management*, Vol. 55 No.
32 1, pp. 148-57.
- 33
34 Limaj, E. and Bernroider, E.W. (2019), "The roles of absorptive capacity and cultural balance for
35 exploratory and exploitative innovation in SMEs", *Journal of Business Research*, Vol.
36 94, pp. 137-53.
- 37
38 Lisboa, A., Skarmeas, D. and Lages, C. (2011), "Entrepreneurial orientation, exploitative and
39 explorative capabilities, and performance outcomes in export markets: A resource-based
40 approach", *Industrial Marketing Management*, Vol. 40 No. 8, pp. 1274-84.
- 41
42 Loane, S. and Bell, J. (2006), "Rapid internationalisation among entrepreneurial firms in
43 Australia, Canada, Ireland and New Zealand", *International Marketing Review*, Vol. 23
44 No. 5, pp. 467-85.
- 45
46 Love, J.H., Roper, S. and Vahter, P. (2014), "Learning from openness: The dynamics of breadth
47 in external innovation linkages", *Strategic Management Journal*, Vol. 35 No. 11, pp.
48 1703-16.
- 49
50 Lu, J.W., Ma, H. and Xie, X. (2022), "Foreignness research in international business: Major
51 streams and future directions", *Journal of International Business Studies*, Vol. 53 No. 3,
52 pp. 449-80.
- 53
54 Lukas, B.A. and Ferrell, O.C. (2000), "The effect of market orientation on product innovation",
55 *Journal of the academy of marketing science*, Vol. 28 No. 2, pp. 239-47.
- 56
57 Luo, Y. (2007), "A cooperation perspective of global competition", *Journal of World Business*,
58 Vol. 42 No. 2, pp. 129-44.
- 59
60 Luo, Y.D. and Child, J. (2015), "A composition-based view of firm growth", *Management and*
Organization Review, Vol. 11 No. 3, pp. 379-411.
- Maklan, S. and Knox, S. (2009), "Dynamic capabilities: the missing link in CRM investments",
European Journal of Marketing, Vol. 43 No. 11/12, pp. 1392-410.

- 1
2
3 Martin, S.L., Javalgi, R.G. and Cavusgil, E. (2017), "Marketing capabilities, positional
4 advantage, and performance of born global firms: Contingent effect of ambidextrous
5 innovation", *International Business Review*, Vol. 26 No. 3, pp. 527-43.
- 6
7 Martinez, M.G., Zouaghi, F. and Garcia, M.S. (2017), "Capturing value from alliance portfolio
8 diversity: The mediating role of R&D human capital in high and low tech industries",
9 *Technovation*, Vol. 59, pp. 55-67.
- 10 MEDAC. (2018), "Ministry of Entrepreneur Development and Cooperatives' National
11 Entrepreneurs Directory", available at: <http://dun.medac.gov.my/> 27 December 2017).
- 12
13 Medlin, C.J. and Törnroos, J.-Å. (2015), "Exploring and exploiting network relationships to
14 commercialize technology: A biofuel case", *Industrial Marketing Management*, Vol. 49,
15 pp. 42-52.
- 16
17 Menguc, B. and Auh, S. (2006), "Creating a firm-level dynamic capability through capitalizing
18 on market orientation and innovativeness", *Journal of the Academy of Marketing Science*,
19 Vol. 34 No. 1, pp. 63-73.
- 20
21 Menguc, B. and Barker, T. (2005), "Re-examining field sales unit performance: Insights from the
22 resource-based view and dynamic capabilities perspective", *European Journal of
23 Marketing*.
- 24
25 Mentzer, J.T., DeWitt, W., Keebler, J.S., Min, S., Nix, N.W., Smith, C.D. and Zacharia, Z.G.
26 (2001), "Defining supply chain management", *Journal of Business Logistics*, Vol. 22 No.
27 2, pp. 1-25.
- 28
29 Messeni Petruzzelli, A. (2019), "Trading knowledge for status: Conceptualizing R&D alliance
30 formation to achieve ambidexterity", *Technological Forecasting and Social Change*, Vol.
31 145, pp. 36-42.
- 32
33 Mihov, A. and Naranjo, A. (2019), "Corporate internationalization, subsidiary locations, and the
34 cost of equity capital", *Journal of International Business Studies*, Vol. 50 No. 9, pp.
35 1544-65.
- 36
37 Mikalef, P., Boura, M., Lekakos, G. and Krogstie, J. (2019), "Big data analytics capabilities and
38 innovation: the mediating role of dynamic capabilities and moderating effect of the
39 environment", *British Journal of Management*, Vol. 30 No. 2, pp. 272-98.
- 40
41 Miller, D. and Friesen, P.H. (1982), "Innovation in conservative and entrepreneurial firms: Two
42 models of strategic momentum", *Strategic Management Journal*, Vol. 3 No. 1, pp. 1-25.
- 43
44 Mitreğa, M. (2019), "Dynamic marketing capability—refining the concept and applying it to
45 company innovations", *Journal of Business & Industrial Marketing*, Vol. 35 No. 2, pp.
46 193-203.
- 47
48 Mitreğa, M., Forkmann, S., Ramos, C. and Henneberg, S.C. (2012), "Networking capability in
49 business relationships — Concept and scale development", *Industrial Marketing
50 Management*, Vol. 41 No. 5, pp. 739-51.
- 51
52 Mitreğa, M., Siemieniako, D., Makkonen, H., Kubacki, K. and Bresciani, S. (2021), "Versatile
53 capabilities for growth in the context of transforming countries: evidence from Polish
54 manufacturing companies", *Journal of Business Research*, Vol. 134, pp. 156-70.
- 55
56 Mitreğa, M., Siemieniako, D., Makkonen, H., Kubacki, K. and Bresciani, S. (2022), "Versatile
57 capabilities for growth in the context of transforming countries: Evidence from Polish
58 manufacturing companies", *Journal of Business Research*.
- 59
60 Molina-Castillo, F.-J., Jimenez-Jimenez, D. and Munuera-Aleman, J.-L. (2011), "Product
61 competence exploitation and exploration strategies: The impact on new product

- performance through quality and innovativeness", *Industrial Marketing Management*, Vol. 40 No. 7, pp. 1172-82.
- Montoro-Sanchez, A., Diez-Vial, I. and Belso-Martinez, J.A. (2018), "The evolution of the domestic network configuration as a driver of international relationships in SMEs", *International Business Review*, Vol. 27 No. 4, pp. 727-36.
- Morgan, N.A. (2012), "Marketing and business performance", *Journal of the academy of marketing science*, Vol. 40, pp. 102-19.
- Morgan, N.A., Feng, H. and Whitler, K.A. (2018), "Marketing capabilities in international marketing", *Journal of International Marketing*, Vol. 26 No. 1, pp. 61-95.
- Morgan, N.A., Katsikeas, C.S. and Vorhies, D.W. (2012), "Export marketing strategy implementation, export marketing capabilities, and export venture performance", *Journal of the academy of marketing science*, Vol. 40 No. 2, pp. 271-89.
- Morgan, N.A., Vorhies, D.W. and Mason, C.H. (2009), "Market orientation, marketing capabilities, and firm performance", *Strategic management journal*, Vol. 30 No. 8, pp. 909-20.
- MOSTI. (2018), "National Survey of Innovation 2018 - Manufacturing and Services Sector in Malaysia", in, Malaysian Science and Technology Information Centre, Putrajaya, Malaysia.
- Mu, J. (2015), "Marketing capability, organizational adaptation and new product development performance", *Industrial Marketing Management*, Vol. 49 No. 4, pp. 151-66.
- Mukherjee, D., Lahiri, S., Ash, S.R. and Gaur, A.S. (2019), "Search motives, local embeddedness, and knowledge outcomes in offshoring", *Journal of Business Research*, Vol. 103, pp. 365-75.
- Nath, P., Nachiappan, S. and Ramanathan, R. (2010), "The impact of marketing capability, operations capability and diversification strategy on performance: A resource-based view", *Industrial Marketing Management*, Vol. 39 No. 3, pp. 317-29.
- Newey, L.R. and Zahra, S.A. (2009), "The evolving firm: how dynamic and operating capabilities interact to enable entrepreneurship", *British Journal of Management*, Vol. 20, pp. 81-100.
- Ngo, L.V., Bucic, T., Sinha, A. and Lu, V.N. (2019), "Effective sense-and-respond strategies: Mediating roles of exploratory and exploitative innovation", *Journal of Business Research*, Vol. 94, pp. 154-61.
- Ngo, L.V. and O'Cass, A. (2012), "In search of innovation and customer-related performance superiority: The role of market orientation, marketing capability, and innovation capability interactions", *Journal of product innovation management*, Vol. 29 No. 5, pp. 861-77.
- O'Cass, A., Heirati, N. and Ngo, L.V. (2014), "Achieving new product success via the synchronization of exploration and exploitation across multiple levels and functional areas", *Industrial Marketing Management*, Vol. 43 No. 5, pp. 862-72.
- O'Reilly, C.A. and Tushman, M.L. (2013), "Organizational ambidexterity: Past, present, and future", *Academy of management Perspectives*, Vol. 27 No. 4, pp. 324-38.
- Paliokaitė, A. and Pačėsa, N. (2015), "The relationship between organisational foresight and organisational ambidexterity", *Technological Forecasting and Social Change*, Vol. 101, pp. 165-81.
- Parker, H. (2012), "Knowledge acquisition and leakage in inter-firm relationships involving new technology-based firms", *Management Decision*.

- 1
2
3 Paul, J. and Rosado-Serrano, A. (2019), "Gradual Internationalization vs Born-
4 Global/International new venture models", *International Marketing Review*, Vol. 36 No.
5 6, pp. 830-58.
6
7 Pezeshkan, A., Fainshmidt, S., Nair, A., Lance Frazier, M. and Markowski, E. (2016), "An
8 empirical assessment of the dynamic capabilities–performance relationship", *Journal of*
9 *Business Research*, Vol. 69 No. 8, pp. 2950-56.
10
11 Pham, T.S.H., Monkhouse, L.L. and Barnes, B.R. (2017), "The influence of relational capability
12 and marketing capabilities on the export performance of emerging market firms",
13 *International Marketing Review*, Vol. 34 No. 5, pp. 606-28.
14
15 Pillania, R.K. (2011), "The state of research on technological uncertainties, social uncertainties
16 and emerging markets: A multidisciplinary literature review", *Technological Forecasting*
17 *and Social Change*, Vol. 78 No. 7, pp. 1158-63.
18
19 Pitelis, C.N. and Teece, D.J. (2018), "The New MNE: ‘Orchestration’ Theory as Envelope of
20 ‘Internalisation’ Theory", *Management international review*, Vol. 58 No. 4, pp. 523-39.
21
22 Podolny, J.M. (2001), "Networks as the pipes and prisms of the market", *American journal of*
23 *sociology*, Vol. 107 No. 1, pp. 33-60.
24
25 Prange, C. and Verdier, S. (2011), "Dynamic capabilities, internationalization processes and
26 performance", *Journal of World Business*, Vol. 46 No. 1, pp. 126-33.
27
28 Prashantham, S. and Dhanaraj, C. (2010), "The Dynamic Influence of Social Capital on the
29 International Growth of New Ventures.", *Journal of Management Studies*, Vol. 47 No. 6,
30 pp. 967- 94.
31
32 Priem, R.L. and Butler, J.E. (2001a), "Is the resource-based “view” a useful perspective for
33 strategic management research?", *Academy of management review*, Vol. 26 No. 1, pp. 22-
34 40.
35
36 Priem, R.L. and Butler, J.E. (2001b), "Tautology in the resource-based view and the implications
37 of externally determined resource value: Further comments", *Academy of management*
38 *review*, Vol. 26 No. 1, pp. 57-66.
39
40 Purchase, S., Olaru, D. and Denize, S. (2014), "Innovation network trajectories and changes in
41 resource bundles", *Industrial Marketing Management*, Vol. 43 No. 3, pp. 448-59.
42
43 Rasiah, R., Shahrivar, R.B. and Yap, X.-S. (2016), "Institutional support, innovation capabilities
44 and exports: Evidence from the semiconductor industry in Taiwan", *Technological*
45 *Forecasting and Social Change*, Vol. 109, pp. 69-75.
46
47 Reed, W.R. (2015), "On the practice of lagging variables to avoid simultaneity", *Oxford Bulletin*
48 *of Economics and Statistics*, Vol. 77 No. 6, pp. 897-905.
49
50 Reuber, A.R., Dimitratos, P. and Kuivalainen, O. (2017), "Beyond categorization: New
51 directions for theory development about entrepreneurial internationalization", *Journal of*
52 *International Business Studies*, Vol. 48 No. 4, pp. 411-22.
53
54 Robertson, J., Caruana, A. and Ferreira, C. (2021), "Innovation performance: The effect of
55 knowledge-based dynamic capabilities in cross-country innovation ecosystems",
56 *International Business Review*, pp. 101866.
57
58 Rodríguez-Serrano, M. and Martín-Armario, E. (2017), "Born-Global SMEs, Performance, and
59 Dynamic Absorptive Capacity: Evidence from Spanish Firms", *Journal of Small Business*
60 *Management*.
- Röell, C., Osabutey, E., Rodgers, P., Arndt, F., Khan, Z. and Tarba, S. (2022), "Managing socio-
political risk at the subnational level: Lessons from MNE subsidiaries in Indonesia",
Journal of World Business, Vol. 57 No. 3, pp. 101312.

- 1
2
3 Rust, R.T. (2020), "The future of marketing", *International Journal of Research in Marketing*,
4 Vol. 37 No. 1, pp. 15-26.
- 5 Salomon, R. and Martin, X. (2008), "Learning, Knowledge Transfer, and Technology
6 Implementation Performance: A Study of Time-to-Build in the Global Semiconductor
7 Industry", *Management Science*, Vol. 54 No. 7, pp. 1266-80.
- 8 Sammarra, A. and Biggiero, L. (2008), "Heterogeneity and specificity of Inter-Firm knowledge
9 flows in innovation networks", *Journal of Management Studies*, Vol. 45 No. 4, pp. 800-
10 29.
- 11
12 Santoro, G., Vrontis, D., Thrassou, A. and Dezi, L. (2018), "The Internet of Things: Building a
13 knowledge management system for open innovation and knowledge management
14 capacity", *Technological Forecasting and Social Change*, Vol. 136, pp. 347-54.
- 15 Satta, G., Parola, F., Penco, L. and Esposito de Falco, S. (2016), "Insights to technological
16 alliances and financial resources as antecedents of high-tech firms' innovative
17 performance", *R&D Management*, Vol. 46 No. S1, pp. 127-44.
- 18 Schultz, R., Slevin, D.P. and Covin, J.G. (1995), "The strategic management profile: An
19 executive questionnaire", University of Pittsburgh, Pittsburgh.
- 20 Scuotto, V., Nespoli, C., Palladino, R. and Safraou, I. (2021), "Building dynamic capabilities for
21 international marketing knowledge management", *International Marketing Review*, Vol.
22 39 No. 3, pp. 586-601.
- 23
24 Seo, E., Kang, H. and Song, J. (2020), "Blending talents for innovation: Team composition for
25 cross-border R&D collaboration within multinational corporations", *Journal of
26 International Business Studies*, Vol. 51 No. 5, pp. 851-85.
- 27 Shapiro, S.S. and Wilk, M.B. (1965), "An analysis of variance test for normality (complete
28 samples)", *Biometrika*, Vol. 52 No. 3/4, pp. 591-611.
- 29 Sheng, M.L. (2017), "A dynamic capabilities-based framework of organizational sensemaking
30 through combinative capabilities towards exploratory and exploitative product innovation
31 in turbulent environments", *Industrial Marketing Management*, Vol. 65, pp. 28-38.
- 32 Sheng, M.L. and Hartmann, N.N. (2019), "Impact of subsidiaries' cross-border knowledge
33 tacitness shared and social capital on MNCs' explorative and exploitative innovation
34 capability", *Journal of International Management*, Vol. 25 No. 4, pp. 100705.
- 35 Sheng, M.L., Hartmann, N.N., Chen, Q. and Chen, I. (2015), "The synergetic effect of
36 multinational corporation management's social cognitive capability on tacit-knowledge
37 management: Product innovation ability insights from Asia", *Journal of International
38 Marketing*, Vol. 23 No. 2, pp. 94-110.
- 39 Shir, N., Nikolaev, B.N. and Wincent, J. (2019), "Entrepreneurship and well-being: The role of
40 psychological autonomy, competence, and relatedness", *Journal of Business Venturing*,
41 Vol. 34 No. 5, pp. 105875.
- 42 Slater, S.F. and Mohr, J.J. (2006), "Successful development and commercialization of
43 technological innovation: Insights based on strategy type", *Journal of Product Innovation
44 Management*, Vol. 23 No. 1, pp. 26-33.
- 45 Smith, C.G. and Smith, J.B. (2021), "Founders' uses of digital networks for resource acquisition:
46 Extending network theory online", *Journal of Business Research*, Vol. 125, pp. 466-82.
- 47 Sok, P., Snell, L., Lee, W.J.T. and Sok, K.M. (2017), "Linking entrepreneurial orientation and
48 small service firm performance through marketing resources and marketing capability: A
49 moderated mediation model", *Journal of Service Theory and Practice*, Vol. 27 No. 1, pp.
50 231-49.
- 51
52
53
54
55
56
57
58
59
60

- 1
2
3 Spyropoulou, S., Katsikeas, C.S., Skarmeas, D. and Morgan, N.A. (2018), "Strategic goal
4 accomplishment in export ventures: the role of capabilities, knowledge, and
5 environment", *Journal of the academy of marketing science*, Vol. 46 No. 1, pp. 109-29.
- 6 Tallman, S., Luo, Y. and Buckley, P.J. (2018), "Business models in global competition", *Global
7 Strategy Journal*, Vol. 8 No. 4, pp. 517-35.
- 8 Tallman, S. and Phene, A. (2007), "Leveraging knowledge across geographic boundaries",
9 *Organization science*, Vol. 18 No. 2, pp. 252-60.
- 10 Teece, D. (2014), "A dynamic capabilities-based entrepreneurial theory of the multinational
11 enterprise", *Journal of International Business Studies*, Vol. 45 No. 1, pp. 8-37.
- 12 Teece, D.J. (2007), "Explicating dynamic capabilities: the nature and microfoundations of
13 (sustainable) enterprise performance", *Strategic management journal*, Vol. 28 No. 13, pp.
14 1319-50.
- 15 Teece, D.J., Pisano, G. and Shuen, A. (1997), "Dynamic capabilities and strategic management",
16 *Strategic Management Journal*, Vol. 18 No. 7, pp. 509-33.
- 17 Terjesen, S. and Patel, P.C. (2017), "In search of process innovations: The role of search depth,
18 search breadth, and the industry environment", *Journal of Management*, Vol. 43 No. 5,
19 pp. 1421-46.
- 20 Vorhies, D.W. and Morgan, N.A. (2005), "Benchmarking marketing capabilities for sustainable
21 competitive advantage", *Journal of Marketing*, Vol. 69 No. 1, pp. 80-94.
- 22 Voss, G.B. and Voss, Z.G. (2013), "Strategic ambidexterity in small and medium-sized
23 enterprises: Implementing exploration and exploitation in product and market domains",
24 *Organization science*, Vol. 24 No. 5, pp. 1459-77.
- 25 Wadhwa, A., Phelps, C. and Kotha, S. (2016), "Corporate venture capital portfolios and firm
26 innovation", *Journal of business venturing*, Vol. 31 No. 1, pp. 95-112.
- 27 Wang, C.-H. and Hsu, L.-C. (2014), "Building exploration and exploitation in the high-tech
28 industry: The role of relationship learning", *Technological Forecasting and Social
29 Change*, Vol. 81, pp. 331-40.
- 30 Wang, C.C. (2015), "Geography of Knowledge Sourcing, Search Breadth and Depth Patterns,
31 and Innovative Performance: A Firm Heterogeneity Perspective", *Environment and
32 Planning A: Economy and Space*, Vol. 47 No. 3, pp. 744-61.
- 33 Wang, C.L., Senaratne, C. and Rafiq, M. (2015), "Success traps, dynamic capabilities and firm
34 performance", *British Journal of Management*, Vol. 26 No. 1, pp. 26-44.
- 35 Wang, E.T., Hu, H.-f. and Hu, P.J.-H. (2013a), "Examining the role of information technology in
36 cultivating firms' dynamic marketing capabilities", *Information & Management*, Vol. 50
37 No. 6, pp. 336-43.
- 38 Wang, E.T.G., Hu, H. and Hu, P.J.-H. (2013b), "Examining the role of information technology in
39 cultivating firms' dynamic marketing capabilities", *Information and Management*, Vol.
40 50 No. 6, pp. 336-43.
- 41 Wang, F. (2020), "Digital marketing capabilities in international firms: a relational perspective",
42 *International Marketing Review*, Vol. 37 No. 3, pp. 559-77.
- 43 Wang, G., Jiang, X., Yuan, C.H. and Yi, Y.Q. (2013c), "Managerial ties and firm performance in
44 an emerging economy: Tests of the mediating and moderating effects", *Asia Pacific
45 Journal of Management*, Vol. 30 No. 2, pp. 537-59.
- 46 Wang, L., Zhang, C., Li, J., Huo, D. and Fan, X. (2020), "The influence of unilateral supplier
47 transaction-specific investments on international buyer opportunism: empirical findings
48
49
50
51
52
53
54
55
56
57
58
59
60

- 1
2
3 from local suppliers in China", *International Marketing Review*, Vol. 37 No. 2, pp. 213-
4 39.
- 5 Wang, Y.-c., Phillips, F. and Yang, C. (2021), "Bridging innovation and commercialization to
6 create value: An open innovation study", *Journal of Business Research*, Vol. 123, pp.
7 255-66.
- 8
9 Weaven, S., Quach, S., Thaichon, P., Frazer, L., Billot, K. and Grace, D. (2021), "Surviving an
10 economic downturn: Dynamic capabilities of SMEs", *Journal of Business Research*, Vol.
11 128, pp. 109-23.
- 12 Weerawardena, J. (2003), "The role of marketing capability in innovation-based competitive
13 strategy. ", *Journal of Strategic Marketing*, Vol. 11 No. 1, pp. 15-35.
- 14 Weerawardena, J., Mort, G.S., Salunke, S., Knight, G. and Liesch, P.W. (2015), "The role of the
15 market sub-system and the socio-technical sub-system in innovation and firm
16 performance: a dynamic capabilities approach", *Journal of the academy of marketing
17 science*, Vol. 43 No. 2, pp. 221-39.
- 18
19 Weston, R. and Gore Jr, P.A. (2006), "A brief guide to structural equation modeling", *The
20 Counseling Psychologist*, Vol. 34 No. 5, pp. 719-51.
- 21 Wilden, R., Hohberger, J., Devinney, T.M. and Lavie, D. (2018), "Revisiting James March
22 (1991): Whither exploration and exploitation?", *Strategic Organization*, Vol. 16 No. 3,
23 pp. 352-69.
- 24
25 Winter, S.G. (2003), "Understanding dynamic capabilities", *Strategic management journal*, Vol.
26 24 No. 10, pp. 991-95.
- 27
28 World Bank. (2022), "The World Bank In Malaysia", available at:
29 <https://www.worldbank.org/en/country/malaysia/overview> (accessed 24 July 2022).
- 30 Xiao, S.S., Lew, Y.K. and Park, B.I. (2020), "International network searching, learning, and
31 explorative capability: Small and medium-sized enterprises from China", *Management
32 International Review*, Vol. 60 No. 4, pp. 597-621.
- 33 Xiao, S.S., Lew, Y.K. and Park, B.I. (2021), "International new product development
34 performance, entrepreneurial capability, and network in high-tech ventures", *Journal of
35 Business Research*, Vol. 124, pp. 38-46.
- 36
37 Xu, H., Guo, H., Zhang, J. and Dang, A. (2018), "Facilitating dynamic marketing capabilities
38 development for domestic and foreign firms in an emerging economy", *Journal of
39 Business Research*, Vol. 86, pp. 141-52.
- 40
41 Yi, L., Wang, Y., Upadhaya, B., Zhao, S. and Yin, Y. (2021), "Knowledge spillover, knowledge
42 management capabilities, and innovation among returnee entrepreneurial firms in
43 emerging markets: Does entrepreneurial ecosystem matter?", *Journal of Business
44 Research*, Vol. 130, pp. 283-94.
- 45
46 Zaefarian, G., Kadile, V., Henneberg, S.C. and Leischnig, A. (2017), "Endogeneity bias in
47 marketing research: Problem, causes and remedies", *Industrial Marketing Management*,
48 Vol. 65, pp. 39-46.
- 49
50 Zahra, S.A. (2021), "The resource-based view, resourcefulness, and resource management in
51 startup firms: A proposed research agenda", *Journal of Management*, Vol. 47 No. 7, pp.
52 1841-60.
- 53
54 Zahra, S.A. and Covin, J. (1995), "Contextual influences on the corporate entrepreneurship-
55 performance relationship: a longitudinal analysis", *Journal of Business Venturing*, Vol.
56 10 No. 1, pp. 43-58.
- 57
58
59
60

- 1
2
3 Zahra, S.A., Petricevic, O. and Luo, Y. (2022), "Toward an action-based view of dynamic
4 capabilities for international business", *Journal of International Business Studies*, Vol. 53
5 No. 4, pp. 583-600.
6
7 Zhang, C., Xue, L. and Dhaliwal, J. (2016), "Alignments between the depth and breadth of inter-
8 organizational systems deployment and their impact on firm performance", *Information
9 & Management*, Vol. 53 No. 1, pp. 79-90.
10 Zhang, S.K., Tang, T.Y. and Wu, F. (2021), "The ambidextrous patterns for managing
11 technological and marketing innovation", *Industrial Marketing Management*, Vol. 92, pp.
12 34-44.
13 Zhou, K.Z. and Li, C.B. (2012), "How knowledge affects radical innovation: Knowledge base,
14 market knowledge acquisition, and internal knowledge sharing", *Strategic management
15 journal*, Vol. 33 No. 9, pp. 1090-102.
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47

Lists of Tables

Table 1 Characteristics of DMCs and IDMCs

Criteria	Dynamic Marketing Capability (DMCs)	International Dynamic Marketing Capability (IDMCs)
Theoretical derivation	<ul style="list-style-type: none"> • The resource-based view (RBV) of the firm (Barney 1991) • Dynamic capabilities theory (Teece 2007) 	<ul style="list-style-type: none"> • The resource-based view (RBV) of the firm (Barney 1991) • Dynamic capabilities theory (Teece 2007) • The international business perspective—e.g., born global and early internationalising firms (Knight and Cavusgil 2004)
Extension of	<ul style="list-style-type: none"> • Dynamic capabilities (Bruni and Verona 2009) 	<ul style="list-style-type: none"> • Dynamic marketing capabilities
Focus	<ul style="list-style-type: none"> • Applies to firms operating in domestic or international markets (Xu et al. 2018) • Focuses on generic dynamic marketing capabilities (Molina-Castillo et al. 2011) 	<ul style="list-style-type: none"> • Specifically addresses the challenges and opportunities presented by operating in diverse international markets (Morgan et al. 2018) • Focuses on the importance of understanding and responding to the unique characteristics of each international market (Chatterjee et al. 2022)
Approach	<ul style="list-style-type: none"> • A dynamic and proactive approach to marketing (Mitrega 2019) 	<ul style="list-style-type: none"> • A dynamic and proactive approach to international marketing (Morgan et al. 2018)
Product/service management	<ul style="list-style-type: none"> • Focuses on product innovation, manufacturing, and the coordination of departmental relationships, regardless of the target domestic market (Falasca et al. 2017, Bruni and Verona 2009, Morgan 2012) • Involves market knowledge, product design, product portfolio management, marketing activities, and inter-departmental collaboration to satisfy local customers (Konwar et al. 2017, Fang and Zou 2009, Newey and Zahra 2009) 	<ul style="list-style-type: none"> • Requires a deep understanding of the cultural, political, legal, and economic factors that influence consumer behaviours in different international markets (Rust 2020, Pitelis and Teece 2018) • Emphasizes foreign market knowledge to adapt product/service design, tailor product/service solutions, and manufacture product/services suited to meet the unique requirements of customers in foreign markets (Sheng et al. 2015, Lisboa et al. 2011, Demirbag and Glaister 2010).
Customer and network relationship management	<ul style="list-style-type: none"> • Essential to discover, understand or satisfy customers’ expressed or latent needs (Falasca et al. 2017, Barrales-Molina et al. 2014, Lee et al. 2011) • Involves customer and network relationship management, conflict management and support (Maklan and Knox 2009, Fang and Zou 2009, Mitrega et al. 2012) 	<ul style="list-style-type: none"> • Requires the acquisition and leveraging of international customer information to better understand and serve foreign customers and maintain relationships with them to navigate intense global competition (Chatterjee et al. 2022, Kaleka and Morgan 2019). • Adds complexity due to the need to establish and maintain channel bonding, channel relationship management, and channel networking (Morgan et al. 2018, Pham et al. 2017). • Involves adapting communication strategies, understanding cross-border business practices, and providing culturally appropriate after-sales service and support (Tallman et al. 2018, Knight and Cavusgil 2004).

Supply chain management	<ul style="list-style-type: none">• Focusses on a firm's ability to design, manage, and integrate its supply chain with that of suppliers and customers locally (Fang and Zou 2009, Xu et al. 2018, Crittenden et al. 2011).• Involves selecting and qualifying suppliers, supplier communication, adjusting strategies, tactics and operations within the supply chain, and designing workflows in product solution assembly (Mentzer et al. 2001, Golgeci and Gligor 2017, Kim et al. 2013).	<ul style="list-style-type: none">• Emphasizes the importance of selecting and qualifying desired international suppliers, establishing and managing inbound and outbound foreign supply chains, and designing workflows in product/solution assembly across borders (Ivarsson and Alvstam 2010, Golini and Gualandris 2018, Kano et al. 2020).• Involves managing cross-border logistics, adhering to international trade regulations, and coordinating with suppliers and customers in different time zones and languages (Hewett et al. 2022, Wang et al. 2020, Evers et al. 2012).
-------------------------	---	---

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47

Table 2 Correlation, normality, multicollinearity, reliability and validity (n = 201)

Constructs	1	2	3	4	5	6
Explorative innovation	0.734					
Exploitative innovation	0.273**	0.756				
International dynamic marketing capability	0.261**	0.157**	0.767			
Breadth of international network	0.155**	0.206***	0.282***	0.741		
Depth of international network	0.165**	0.205***	0.251***	0.234***	0.716	
Commercialisation	0.223***	0.266***	0.229***	0.173**	0.195**	0.754
Control variables						
Firm size	0.287	0.192	0.112	0.251	0.333	0.379
Firm age	0.301	0.231	0.257	0.193	0.205	0.154
Environmental dynamism	0.284	0.172	0.283	0.455	0.284	0.217
Munificence	0.204	0.206	0.284	0.218	0.255	0.285
Mean	13.04	13.57	13.48	12.98	18.21	23.01
Standard deviation	1.843	1.385	1.809	1.265	2.023	2.511
Skewness	0.015	0.289	0.343	-0.057	0.409	-0.105
Kurtosis	0.309	0.241	0.481	-0.276	0.918	0.729
VIF	1.071	1.071	1.384	1.423	1.082	2.022
Cronbach alpha	0.714	0.785	0.713	0.791	0.705	0.742
Composite reliability	0.731	0.793	0.782	0.818	0.713	0.769
AVE	0.539	0.572	0.588	0.549	0.513	0.568
MSV	0.207	0.244	0.257	0.257	0.215	0.228

Note: Diagonal values are the square root of AVE; Coefficient is significant ‘**’ p<0.05, ‘***’ p<0.01

Table 3 Results for the hypothesised relationships

Constructs	Model 1		Model 2		Model 3	
	Coefficient	p-value	Coefficient	p-value	Coefficient	p-value
Explorative innovation	0.244**	0.006	0.231**	0.008	0.193**	0.011
Exploitative innovation	0.322***	0.001	0.292**	0.006	0.209**	0.008
International dynamic marketing capability	0.196**	0.010	0.167**	0.003	0.171**	0.007
International dynamic marketing capability * Breadth of international network			0.035**	0.018		
International dynamic marketing capability * Depth of international network					0.053***	0.001
Model fit indices	Measurement model	Structural model	Measurement model	Structural model	Measurement model	Structural model
χ^2	747.225	788.163	739.421	751.773	749.457	771.621
df	473	423	412	498	473	432
CMIN/ df	1.571	1.864	1.794	1.509	1.584	1.789
RMSEA	0.046	0.049	0.048	0.049	0.047	0.049
CFI	0.908	0.901	0.918	0.902	0.904	0.901
GFI	0.903	0.911	0.921	0.928	0.900	0.915
TLI	0.909	0.902	0.900	0.909	0.903	0.911
PClose	0.991	1.009	0.999	1.000	0.990	0.999
SRMR	0.030	0.031	0.038	0.039	0.041	0.038

Note. Coefficient significance: ** $p < 0.05$, *** $p = 0.001$.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47

Table 4 Additional analyses

Constructs	Model 1		Model 2		Model 3	
	Outcome variable: international performance		Outcome variable: international performance		Outcome variable: international performance	
	Coefficient	p-value	Coefficient	p-value	Coefficient	p-value
Explorative innovation	0.122**	0.011	0.177**	0.026	0.112**	0.015
Exploitative innovation	0.146**	0.035	0.191**	0.017	0.121**	0.012
International dynamic marketing capability	0.172**	0.028	0.129**	0.031	0.162**	0.028
International dynamic marketing capability * Breadth of international network			0.023***	0.003		
International dynamic marketing capability * Depth of international network					0.031***	0.001
Model fit indices	Measurement model	Structural model	Measurement model	Structural model	Measurement model	Structural model
χ^2	682.365	722.863	754.197	794.119	701.263	768.488
<i>df</i>	408	474	516	539	453	489
CMIN/ <i>df</i>	1.672	1.525	1.461	1.473	1.548	1.571
RMSEA	0.049	0.047	0.048	0.049	0.049	0.049
CFI	0.900	0.902	0.901	0.902	0.916	0.902
GFI	0.906	0.903	0.913	0.901	0.905	0.915
TLI	0.911	0.908	0.913	0.915	0.904	0.902
PClose	0.997	0.999	0.997	0.998	0.995	0.992
SRMR	0.035	0.028	0.033	0.041	0.037	0.035

Note. Coefficient significance: ** p < 0.05, *** p < 0.01.

Table 5 Missing variable endogeneity analysis

Explaining variables	Model 1	Model 2	Model 3	Model 4	Model 5
	Explained variable: international dynamic marketing capability	Explained variable: dynamic marketing capability	Explained variable: commercialisation	Explained variable: commercialisation	Explained variable: commercialisation
Firm size	0.062	0.035	0.049	0.094	0.025
Firm age	0.043	0.026	0.027	0.057	0.099
Environmental dynamism	0.017	0.065	0.057	0.067	0.039
Munificence	0.062	0.074	0.091	0.028	0.063
Absorptive capacity	0.084	0.013	0.011	0.019	0.014
Explorative innovation		0.141**		0.182**	0.109**
Exploitative innovation		0.152**		0.104	0.113**
International dynamic marketing capability				0.199***	0.113**
International dynamic marketing capability * of international network				0.033***	
International dynamic marketing capability * Depth of international network					0.042***
R^2	0.272	0.147	0.251	0.177	0.111
Adjusted R^2	0.047	0.088	0.081	0.038	0.025
ΔR^2		0.013		0.011	0.018
F-value	0.169	1.608**	0.229	1.615**	1.171**

Note. Coefficient significance: ** $p < 0.05$, *** $p < 0.01$

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47

Table 6 Heckman second-stage endogeneity test

Explaining variables	Model 1	Model 2	Model 3	Model 4	Model 5
	Explained variable: international dynamic marketing capability	Explained variable: international dynamic marketing capability	Explained variable: commercialisation	Explained variable: commercialisation	Explained variable: commercialisation
Firm size	0.027	0.031	0.077	0.091	0.027
Firm age	0.098	0.098	0.037	0.016	0.053
Environmental dynamism	0.069	0.070	0.053	0.049	0.046
Munificence	0.055	0.041	0.084	0.038	0.086
Inverse Mills Ratio	0.018	0.138	0.101	0.133	0.107
Explorative innovation		0.197**	0.119**	0.101**	0.175**
Exploitative innovation		0.152**	0.115**	0.174**	0.111**
International dynamic marketing capability			0.169**	0.159**	0.152**
International dynamic marketing capability * Breadth of international network				0.039***	
International dynamic marketing capability * Depth of international network					0.048***
Wald chi2	0.429	22.260**	21.681**	26.605***	27.023***
Prob > chi2	0.717	0.014	0.012	0.003	0.002

Note. Coefficient significance: ** p < 0.05, *** p < 0.01

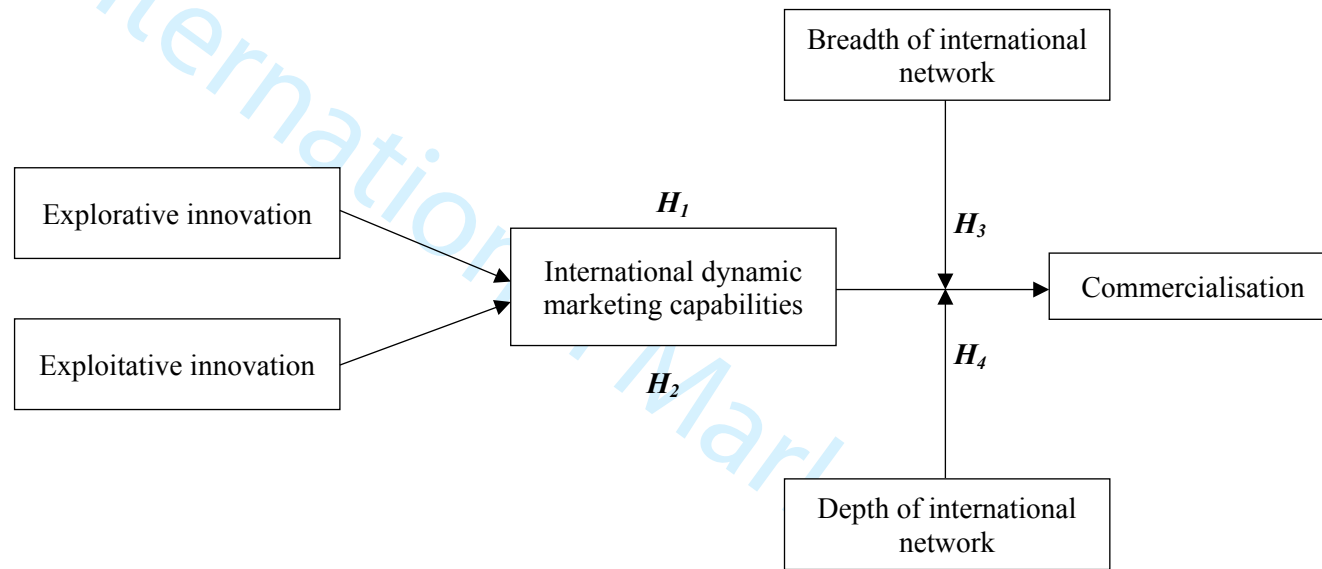
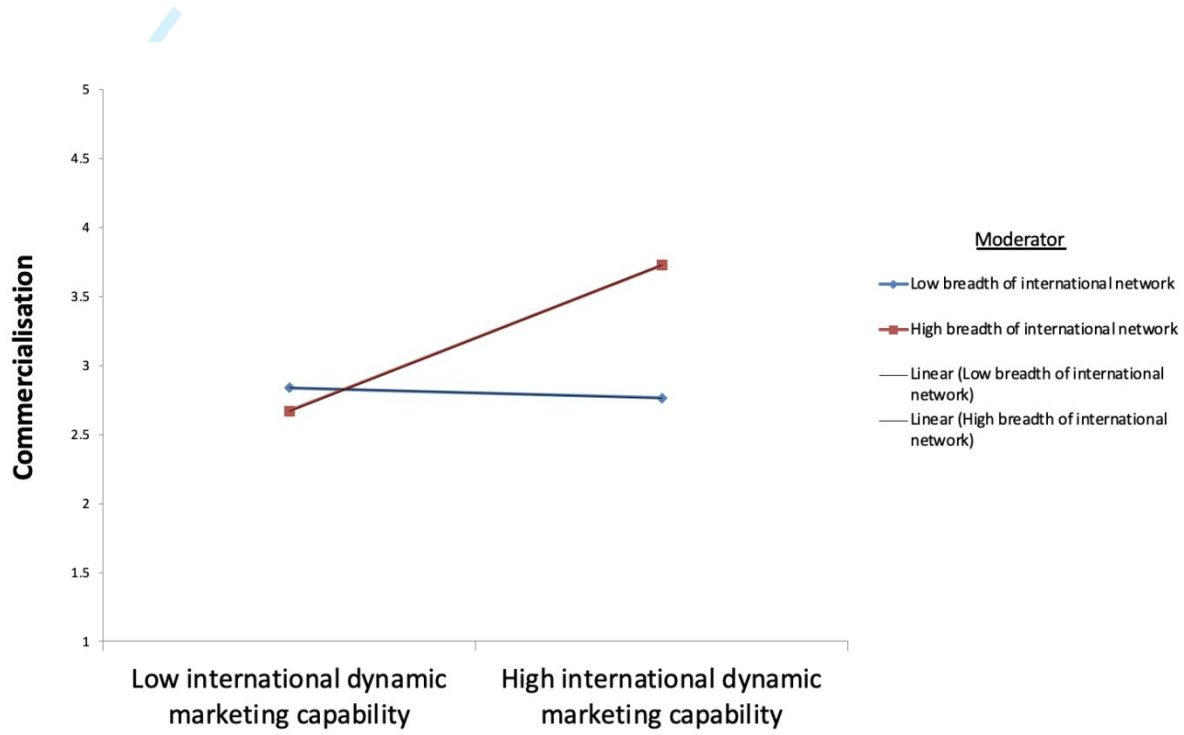
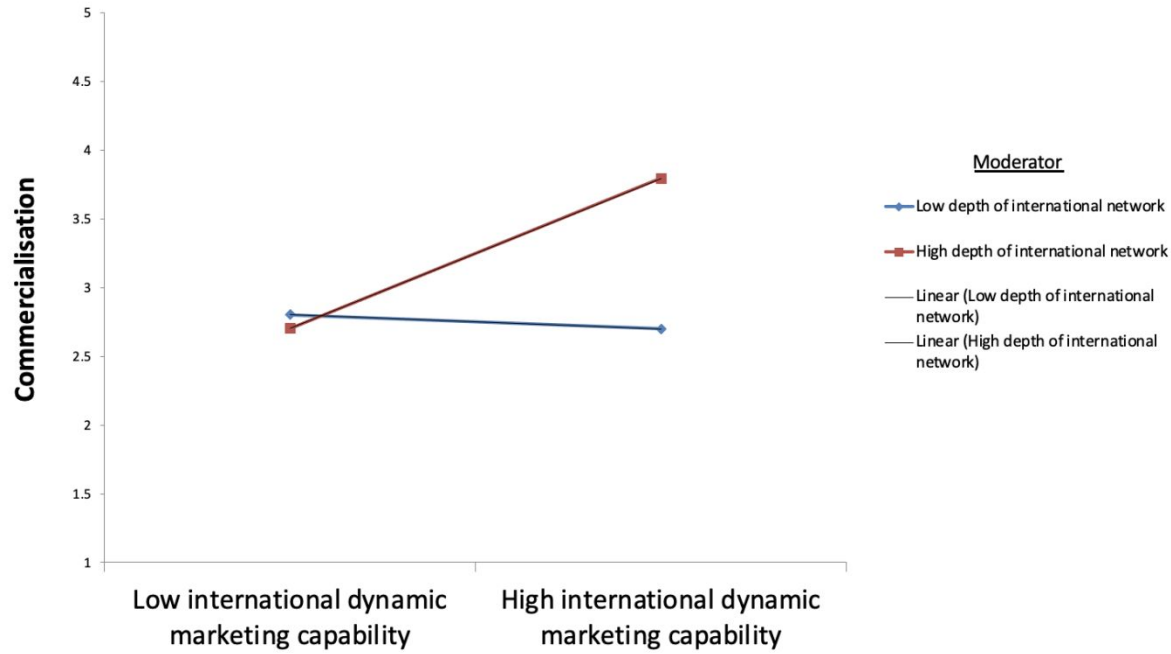
1
2
3 **Lists of Figures**4
5
6 Figure 1 – The conceptual research framework

Figure 2 – The moderating role of the breadth of international network



ing Review

Figure 3 – The moderating role of the depth of international network



ig Review

Appendices

Appendix 1 Standard loadings of the items

Constructs/items	Standard loadings
<i>Explorative innovation</i>	
Our firm accepts demands that go beyond its own existing products and services	0.730
Our firm experiments with new products and services in the international market	0.798
Our firm invents new products and services for the international market	0.743
<i>Exploitative innovation</i>	
Our firm frequently refines its existing products and services	0.784
Our firm regularly implements small adaptations to its existing products and services	0.735
Our firm introduces improved versions of its existing products and services in the international markets it serves	0.703
<i>International dynamic marketing capability (Compared with your major international competitors, how do you rate your firm's capabilities in the following areas? The cross-border-functional process across areas of ...)</i>	
Ascertaining international customer needs, designing tentative new product solutions and prototypes, manufacturing, and coordinating departmental relationships, with the objective of developing and producing products that enable foreign customers to experience maximum value and benefits.	0.722
Acquiring and leveraging international customer information, establishing and maintaining relationships with foreign customers and channel members, and providing after-sales service and support in relation to managing relationships with foreign customers with the objective of learning about their needs and how to best satisfy them	0.727
Selecting and qualifying desired suppliers, establishing and managing inbound and outbound logistics, and designing workflows in product/solution assembly with the objective of designing, managing, and integrating its own supply chain with that of suppliers and foreign customers	0.716
<i>Breadth of international network</i>	
In comparison with our competitors, our firm can manage more foreign partnerships in the global market	0.735
Our firm constantly spends substantial time and effort in networking with different international partners, including our suppliers, customers, competitors, consultants, commercial laboratories/R&D enterprises, and research institutes	0.724
Our firm draws intensively from different search global channels or sources of innovative ideas	0.759
<i>Depth of international network</i>	
The personal networks of our senior management provide our firm with important resources for internationalisation	0.713
Our firm commits considerably to key foreign partners or accounts	0.792
Our firm has numerous pre-existing personal networks for internationalisation	0.751
Our firm commits considerably to frequently contacting our global partners	0.729

Commercialisation	
Our firm develops and introduces large numbers of products/services into the international market	0.772
The new products/services that are developed in our firm have a bright international market future	0.794
Our firm has a high new products/services introduction rate globally	0.705
Our firm has a high new products/services success rate globally	0.743
Our firm is frequently first to the international market with new products/services	0.714