Achieving Superiority in Product and Customer Performance

Through Marketing and Innovation

Resource-Capability Combinations

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BBA, B.Ed.

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A thesis

submitted to the University of Tasmania

in fulfilment of the requirements for the degree of

Doctoral of Philosophy

University of Tasmania

May, 2012
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“The research associated with this thesis abides by the *National Statement on Ethical Conduct in Human Research* and the rulings of the Safety and Ethics of the Human Research Ethics Committee of the University of Newcastle.”

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# TABLE OF CONTENTS

*Declaration of Originality*  
*Authority of Access*  
*Statement regarding published work contain in thesis*  
*Statement of Co-authorship*  
*Statement of Ethical Conduct*  
*Acknowledgements*  
*Table of Contents*  
*Table of Tables*  
*Table of Figures*  
*Abstract*  

Chapter One: Introduction  
1.1 *Background*  
1.2 *Research Gaps and Objectives*  
1.3 *Context of Study: Why Cambodian SMEs?*  
1.4 *Justification and Significance of the Study*  
1.5 *Research Method*  
1.6 *Definitions and Terms*  
1.7 *Delimitations of Scope*  
1.8 *Outline of the Study*  
1.9 *Conclusion*  

Chapter Two: Literature Review  
2.1 *Introduction*  
2.2 *Resource-based View (RBV) Theory*  
2.2.1 *Introduction*
2.2.2 Resources (Stream One) 30
2.2.3 Capabilities (Stream Two) 31
   Innovation Capability 33
   Marketing Capability 41
2.2.4 Resource-Capability Combination within Functional Areas 50
2.2.5 Resource-Capability Combination between Functional Areas 52
2.2.6 Learning Capability as Antecedent of Superior Innovation and Marketing 54
2.2.7 Slack Resources 56
2.3 Social Capital Theory (SCT) 58
2.4 Conclusion 60

Chapter Three: Theoretical Framework 62
3.1 Introduction 62
3.2 Model and Hypotheses Development 62
3.2.1 Introduction 62
3.2.2 Model Development Stage One – Hypotheses 1, 2, and 3 63
3.2.3 Model Development Stage Two – Hypothesis 4 75
3.2.4 Model Development Stage Three – Hypotheses 5, 6, and 7 78
3.2.5 Model Development Stage Four – Hypotheses 8 and 9 83
3.2.6 Model Development Stage Five – Hypotheses 10 and 11 86
3.2.7 Proposed Model of the Project 91
3.3 Conclusion 92
Chapter Four: Research Design

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Introduction</td>
<td>94</td>
</tr>
<tr>
<td>4.2 Methodology</td>
<td>94</td>
</tr>
<tr>
<td>4.3 Research Planning</td>
<td>96</td>
</tr>
<tr>
<td>4.3.1 Preliminary Planning Stage</td>
<td>96</td>
</tr>
<tr>
<td>4.3.2 Research Design Stage</td>
<td>98</td>
</tr>
<tr>
<td>4.3.2.1 Research Approach</td>
<td>98</td>
</tr>
<tr>
<td>4.3.2.2 Data Collection Methods</td>
<td>99</td>
</tr>
<tr>
<td>4.3.3 Research Tactics</td>
<td>101</td>
</tr>
<tr>
<td>4.3.3.1 Survey Development – Stage One</td>
<td>101</td>
</tr>
<tr>
<td>Step 1: Generating Items</td>
<td>101</td>
</tr>
<tr>
<td>Step 2: Format and Scale Poles</td>
<td>109</td>
</tr>
<tr>
<td>Step 3: Draft Survey</td>
<td>112</td>
</tr>
<tr>
<td>4.3.3.2 Survey Development – Stage Two</td>
<td>112</td>
</tr>
<tr>
<td>Step 4: Expert-Judges of Face Validity</td>
<td>112</td>
</tr>
<tr>
<td>Step 5: Pre-test</td>
<td>115</td>
</tr>
<tr>
<td>4.3.4 Sampling Plan</td>
<td>116</td>
</tr>
<tr>
<td>4.4 Anticipated Data Analysis Techniques</td>
<td>119</td>
</tr>
<tr>
<td>4.5 Implementation Stage</td>
<td>121</td>
</tr>
<tr>
<td>4.6 Conclusion</td>
<td>123</td>
</tr>
</tbody>
</table>

Chapter Five: Data Analysis and Findings

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1 Introduction</td>
<td>124</td>
</tr>
<tr>
<td>5.2 Preliminary Data Analysis</td>
<td>124</td>
</tr>
</tbody>
</table>
5.2.1 Profiles of the Sample 125
5.2.2 Non-response bias 126
5.2.3 Descriptive Statistical Results 127
5.3 Common Method Variance 136
5.4 Convergent Validity 139
5.5 Discriminant Validity 139
5.6 Analysis 140
5.7 Summary of Results 154
5.8 Conclusion 155

Chapter Six: Discussion and Conclusion 157
6.1 Introduction 157
6.2 Discussion of Results 159
6.2.1 Results for Research Question One 162
6.2.1.1 Discussion of Hypothesis 1 162
6.2.1.2 Discussion of Hypothesis 2 163
6.2.1.3 Discussion of Hypothesis 3 169
6.2.2 Results for Research Question Two 171
6.2.2.1 Discussion of Hypothesis 4 171
6.2.3 Results for Research Question Three 173
6.2.3.1 Discussion of Hypothesis 5 174
6.2.3.2 Discussion of Hypothesis 6 175
6.2.3.3 Discussion of Hypothesis 7 175
6.2.4 Results for Research Question Four 178
## TABLE OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Construct definitions &amp; terms</td>
<td>24</td>
</tr>
<tr>
<td>2.1</td>
<td>Overview of studies – Innovation</td>
<td>35</td>
</tr>
<tr>
<td>2.2</td>
<td>Overview of studies – Marketing</td>
<td>42</td>
</tr>
<tr>
<td>4.1</td>
<td>Scale poles of research constructs</td>
<td>111</td>
</tr>
<tr>
<td>4.2</td>
<td>Initial item pool: Constructs and number of corresponding items</td>
<td>112</td>
</tr>
<tr>
<td>4.3</td>
<td>Refined item pool and demographic items</td>
<td>114</td>
</tr>
<tr>
<td>4.4</td>
<td>Refined item pool and demographic items (Final)</td>
<td>117</td>
</tr>
<tr>
<td>4.5</td>
<td>Budgeting for data collection</td>
<td>122</td>
</tr>
<tr>
<td>5.1</td>
<td>Preliminary data analysis for innovation resources</td>
<td>128</td>
</tr>
<tr>
<td>5.2</td>
<td>Preliminary data analysis for marketing resources</td>
<td>129</td>
</tr>
<tr>
<td>5.3</td>
<td>Preliminary data analysis for slack resources</td>
<td>129</td>
</tr>
<tr>
<td>5.4</td>
<td>Preliminary data analysis for innovation capability</td>
<td>130</td>
</tr>
<tr>
<td>5.5</td>
<td>Preliminary data analysis for marketing capability</td>
<td>131</td>
</tr>
<tr>
<td>5.6</td>
<td>Preliminary data analysis for social ties</td>
<td>132</td>
</tr>
<tr>
<td>5.7</td>
<td>Preliminary data analysis for learning capability</td>
<td>133</td>
</tr>
<tr>
<td>5.8</td>
<td>Preliminary data analysis for customer performance</td>
<td>134</td>
</tr>
<tr>
<td>5.9</td>
<td>Preliminary data analysis for product performance</td>
<td>135</td>
</tr>
<tr>
<td>5.10</td>
<td>Common method bias analysis</td>
<td>138</td>
</tr>
<tr>
<td>5.11</td>
<td>Evidence of discriminant validity for constructs</td>
<td>140</td>
</tr>
</tbody>
</table>
Hierarchical moderated regression results – Main effects of innovation R-C combinations (high/high and high/low) on product and customer performance

Hierarchical moderated regression results – Main effects of marketing R-C combinations (high/high and high/low) on customer and product performance

Hierarchical moderated regression results – Interaction effects of high/high innovation R-C combination and high/high marketing R-C combination on product and customer performance

Regression for simple mediation: Mediation effect of high/high innovation R-C combination on learning capability - product performance relationship

Regression for simple mediation: Mediation effect of high/high innovation R-C combination on learning capability - customer performance relationship

Regression for simple mediation: Mediation effect of high/high marketing R-C combination on learning capability - customer performance relationship

Regression for simple mediation: Mediation effect of high/high marketing R-C combination on learning capability - product performance relationship
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.19</td>
<td>Hierarchical moderated regression results – Moderation effects of slack resources on high/high innovation R-C combination – product performance – customer performance relationships</td>
<td>150</td>
</tr>
<tr>
<td>5.20</td>
<td>Hierarchical moderated regression results – Moderation effects of slack resources on high/high marketing R-C combination – product performance – customer performance relationships</td>
<td>151</td>
</tr>
<tr>
<td>5.21</td>
<td>Hierarchical moderated regression results – Moderation effects of social ties on high/high innovation R-C combination – product performance – customer performance relationships</td>
<td>152</td>
</tr>
<tr>
<td>5.22</td>
<td>Hierarchical moderated regression results – Moderation effects of social ties on high/high marketing R-C combination – product performance – customer performance relationships</td>
<td>153</td>
</tr>
<tr>
<td>5.23</td>
<td>Results of hypothesis testing</td>
<td>154</td>
</tr>
</tbody>
</table>
TABLE OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Model Development – Stage One</td>
<td>66</td>
</tr>
<tr>
<td>3.2</td>
<td>Model Development – Stage Two</td>
<td>77</td>
</tr>
<tr>
<td>3.3</td>
<td>Model Development – Stage Three</td>
<td>79</td>
</tr>
<tr>
<td>3.4</td>
<td>Model Development – Stage Four</td>
<td>84</td>
</tr>
<tr>
<td>3.5</td>
<td>Model Development – Stage Five</td>
<td>87</td>
</tr>
<tr>
<td>4.1</td>
<td>Research Design Process</td>
<td>97</td>
</tr>
<tr>
<td>4.2</td>
<td>Measurement Development Procedures</td>
<td>102</td>
</tr>
<tr>
<td>6.1</td>
<td>Theoretical Model</td>
<td>161</td>
</tr>
</tbody>
</table>
Chapters 1 to 6 have been removed for copyright or proprietary reasons

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REFERENCE


Economist Intelligence Unit (2010). *Global Intelligence and Analysis*. Available at http://country.eiu.com/Cambodia


APPENDIX 1

QUESTIONNAIRE

APPENDIX 2

SAMPLE PROFILE
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Questionnaire by the University of Newcastle, Australia:

A Study of Cambodian Small and Medium Size Firms
SAMPLE PROFILE

<table>
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<tr>
<th>Length of operation</th>
<th>Distribution of sample</th>
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<tr>
<td>1 – 10 years</td>
<td>57%</td>
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<tr>
<td>11 – 20 years</td>
<td>34%</td>
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<tr>
<td>Over 20 years</td>
<td>9%</td>
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<table>
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<tr>
<th>Ownership</th>
<th>Distribution of sample</th>
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<tr>
<td>Cambodian-owned firms</td>
<td>90%</td>
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<tr>
<td>Foreign-owned firms</td>
<td>10%</td>
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<table>
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<tr>
<th>Management team</th>
<th>Distribution of sample</th>
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</thead>
<tbody>
<tr>
<td>Foreigners as majority</td>
<td>1%</td>
</tr>
<tr>
<td>Cambodians as majority</td>
<td>99%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Industry type</th>
<th>Distribution of sample</th>
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<tbody>
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<td>Agricultural products/flowers/fruit</td>
<td>25%</td>
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<tr>
<td>Foods and drinks</td>
<td>32%</td>
</tr>
<tr>
<td>Gifts/decoration items/handicrafts/silks</td>
<td>20%</td>
</tr>
<tr>
<td>Furniture/office supplies</td>
<td>19%</td>
</tr>
<tr>
<td>Gems/jewelry</td>
<td>3%</td>
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<tr>
<td>Unclassified</td>
<td>1%</td>
</tr>
</tbody>
</table>