

Effect of purchasing and marketing integration on new product development speed: The moderating role of environmental dynamism

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ABSTRACT

The increasing relevance of purchasing-marketing functional integration (PMFI) has drawn scholars' attention in recent years. However, more empirical research is still needed that adopts a contingent approach and studies the differentiated role each of these two functions plays in PMFI. Based on Information Processing Theory, the two flows of information that PMFI requires, from marketing to purchasing and vice versa, are used as a PMFI proxy. The study posits a positive impact of these two information flows on a typical NPD performance indicator, namely, its speed, and a positive moderation of environmental dynamism on that effect. Data from 141 Spanish firms are used to conduct a moderated multiple regression analysis to test these effects, showing that the marketing information impact of NPD speed is positive regardless of the level of environmental dynamism. However, the effect of purchasing information on NPD speed is positive when the rate of environmental dynamism is medium or high, but negative when it is low. These results will help managers to assess when each one of these flows should be promoted. Above all, they stress the need to control for possible asymmetries in the role the different functions play in functional integration.

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Vpliv nakupne in tržne integracije na hitrost razvoja novih izdelkov: Moderirana vloga okoljske dinamike

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POVZETEK

Vse večja pomembnost nakupno-tržne funkcionalne integracije (PMFI) je v zadnjih letih pritegnila pozornost znanstvenikov. Kljub temu pa je potrebnih še več empiričnih raziskav, ki na podlagi pogojnega pristopa preučijo različno vlogo vsake od teh dveh funkcij v PMFI. Na podlagi teorije obdelave informacij, se informacijska tokova, ki ju PMFI zahteva, od trženja do nakupa in obratno, uporabljata kot nadomestka za PMFI. Študija ugotavlja pozitiven vpliv teh dveh informacijskih tokov na tipičen kazalnik uspešnosti NPD, in sicer na njegovo hitrost in pozitivno moderiranost dinamike okolja. Za preskušanje teh učinkov z moderirano multiplo regresijsko analizo so uporabljeni podatki 141 španskih podjetij, ki kažejo, da je vpliv tržnih informacij na hitrost NPD pozitiven, ne glede na stopnjo dinamike okolja. Vendar je učinek nakupa informacij na hitrost NPD pozitiven, kadar je stopnja dinamike okolja srednja ali visoka, negativen pa, ko je nizka. Rezultati bodo direktorjem podjetij pomagali oceniti, kdaj je treba spodbujati katerega od teh tokov, predvsem pa poudarjajo potrebo po nadzoru možnih asimetrij v vlogah, ki jih zavzamejo različne funkcije pri funkcijski integraciji.

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PODATKI O ČLANKU

Ključne besede:

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