

RESEARCH SEMINAR SERIES - SPRING 2016

CENTENNIAL COLLEGE

RESEARCH SEMINAR 3

Absorptive Capacity, Marketing and Managerial Capabilities and Firm Performance

This study examines the mediating roles of marketing capabilities and managerial capabilities in the relationship between absorptive capacity and firm performance in an attempt to unravel the puzzles caused by the inconclusive empirical results on this absorptive capacity-performance link. Drawing on the organizational learning and dynamic capabilities perspectives, I argue that absorptive capacity deploys and reconfigures existing resources and builds new operational capabilities, which in turn contribute to superior firm performance. The results of multiple regression and bootstrapping confidence interval tests largely support the proposed multiple mediation model by revealing that marketing capabilities but not managerial capabilities mediate the effects of absorptive capacity on firm performance. Therefore, this is one of the first such studies to substantiate the theoretical claim of an indirect dynamic capabilities and firm performance link. The key managerial implication is that managers should pay serious attention to the rent expropriating role of operational capabilities even though firms muster sufficient dynamic capabilities.

SPEAKER

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Dr. Wei-ping Wu earned both his BA and MA degrees from University of International Business and Economics, Beijing, China; and his PhD degree from University of Ulster, United Kingdom. Before joining Hong Kong Baptist University, he had taught at University of International Business and Economics, China, Sheffield Hallam University, and University of Hull, UK and Lingnan University, Hong Kong. Since 2013, He has been professor of management (adjunct), Ulster Business School, Ulster University. Dr. Wu's research has appeared in such quality journals as *Asia Pacific Business Review*, *Asia Pacific Journal of Human Resources*, *Asia Pacific Journal of Management*, *International Journal of Cross-cultural Management Journal*, *International Journal of Human Resource Management*, *Journal of Business Ethics*, *Journal of International Business Studies*, *Journal of Management Studies*, *Journal of Marketing Management* and *Journal of World Business* among others. He is also on the editorial boards of *International Journal of Chinese Culture and Management*, *International Journal of Asian Business and Information Management* and *Engaged Management Review*. His current research interests include absorptive capacity, inter-firm information sharing, knowledge transfer in IJVs, social enterprises, supervisor-subordinate guanxi and relationship marketing.

23 March, 2016 (Wednesday)

12 – 1:15pm

Room 402



SPRING 2016

RESEARCH
SEMINAR
SCHEDULE

WEDNESDAY
12 – 1:15PM

27 JANUARY
MAK, SABINA

2 MARCH
TANG, DENISE

23 MARCH
WU, WEI PING

6 APRIL
LI, WAI CHUNG

20 APRIL
SONG, GENG

4 MAY
TORASKAR,
HELEN

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